

Highlighting Owned and Earned Content

How can you best tell your story and reinforce your value proposition to the investment community? In Part 5 of this series, we are exploring content, both owned and earned, that can be used as part of your investor relations strategy.

Starting with the **press release**, whether it's your first or your four-hundredth, writing a press release isn't always an easy thing to do. Being able to organize your story in a way that is interesting to readers, accessible to journalists, and optimized, takes some serious know-how. The next page has a checklist of what should and should not be included in your press release as well as a template.

On the following pages, we walk you through the content of a **Visibility Report** and show you how to get actionable information from the highlights, pickup, traffic, audience, and engagement metrics that are tracked, by Cision, when you distribute a press release.



YOUR PRESS RELEASE SHOULD

- ✓ Start with a dateline city/province/country
- ✓ Have an attention-grabbing hook included in the headline and subheadline
- ✓ Keep headlines and subheadlines brief and shareable. 280 characters should be your upper limit, but remember that your headline will be cut off after 55-70 characters in Google search results
- ✓ Have a clear news angle – it should be written like a newspaper article
- ✓ Include your organization's name in the headline
- ✓ Answer (as quickly and concisely as possible) the who, what, where, when and why of your news
- ✓ Make your call to action obvious (the sooner, the better!) if you have one for this story
- ✓ Include 1-3 unique hyperlinks (tied to your CTA, your website, or anywhere else you want to drive your audience) that are tied to relevant text – don't just say "click here"
- ✓ Include relevant multimedia (logo, headshots, images, videos, infographics, etc.)
- ✓ Include any stats/numbers/data that you have (bonus points if you have this in your headline/subheadline)
- ✓ Use headers and lists to segment your release, especially if it's long. This makes your release more digestible and SEO-friendly
- ✓ Limit paragraphs to four sentences or fewer when possible, and vary sentence length and structure
- ✓ End with contact information
- ✓ Be written for humans, not for bots; using natural language is good for SEO and your readers
- ✓ Be newsworthy and unique (check out the featured releases on newswire.ca for inspiration)



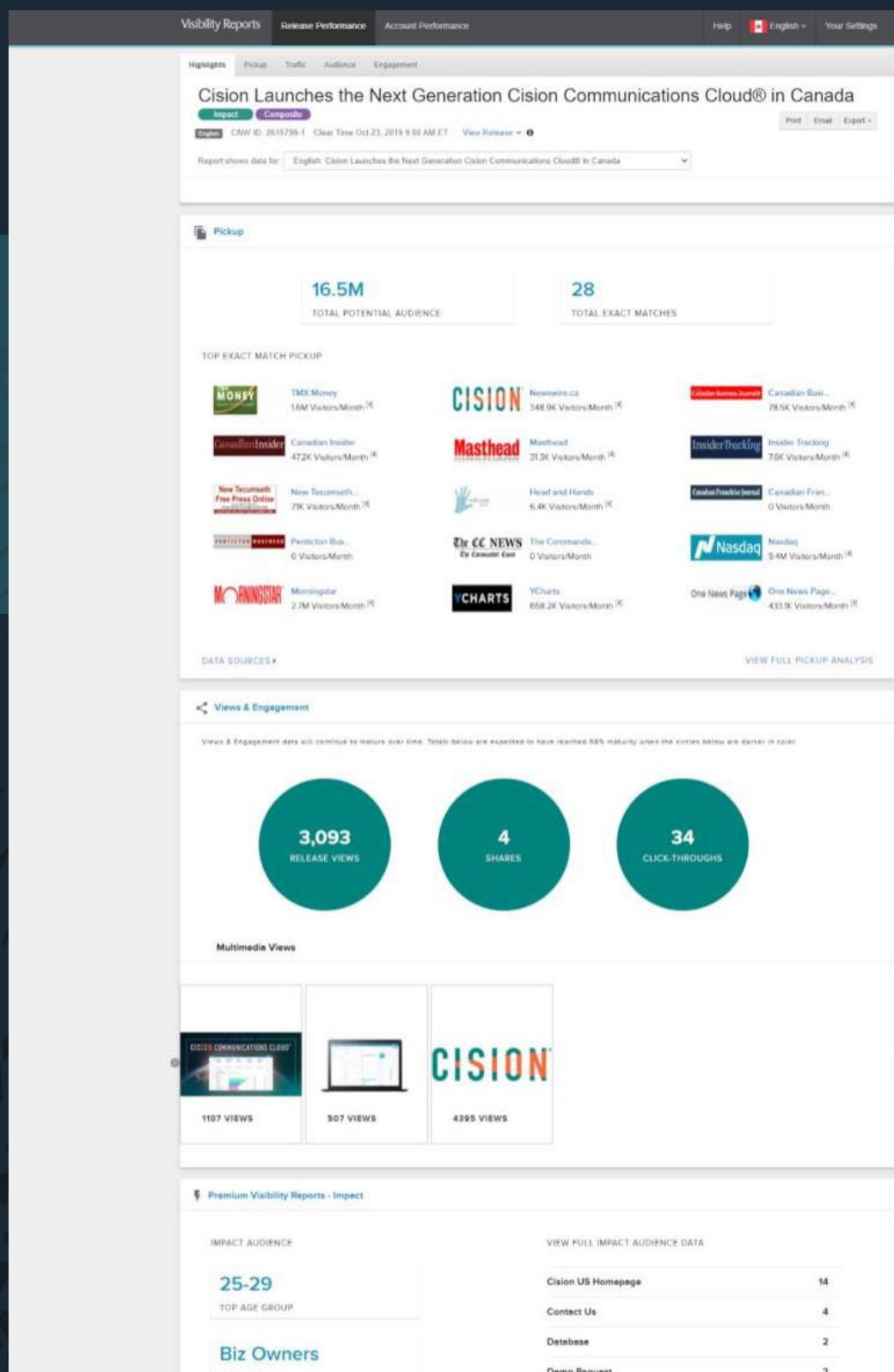
YOUR PRESS RELEASE SHOULD NOT

- ✗ Be stuffed with keywords – write for your readers, not robots
- ✗ Include multiple paragraph-spanning quotations (unless it's really, really interesting or really, really important)
- ✗ Ramble, or include "fluff" content
- ✗ Have a byline – that's content better used on your blog or as an earned media opportunity
- ✗ Include industry jargon; keep it as accessible and easy to understand as possible
- ✗ Read like a commercial; your readers see enough ads
- ✗ Include unsubstantiated claims – don't make journalists and readers do your research for you
- ✗ Include swear words
- ✗ Read like an editorial column, a blog post, or be written in first person
- ✗ Include a ton of hyperlinks – they can be distracting and including too many negatively impacts how search engines handle your release
- ✗ Be a slightly altered copy of your previous releases. You'll get better results if you keep things fresh
- ✗ Include gory or suggestive imagery
- ✗ Newsjack (play off of news not related to your organization) or include stock exchange symbols or logos of other unrelated organizations
- ✗ Be inflammatory or accusatory

➔ [CLICK HERE TO ACCESS THE TEMPLATE](#)

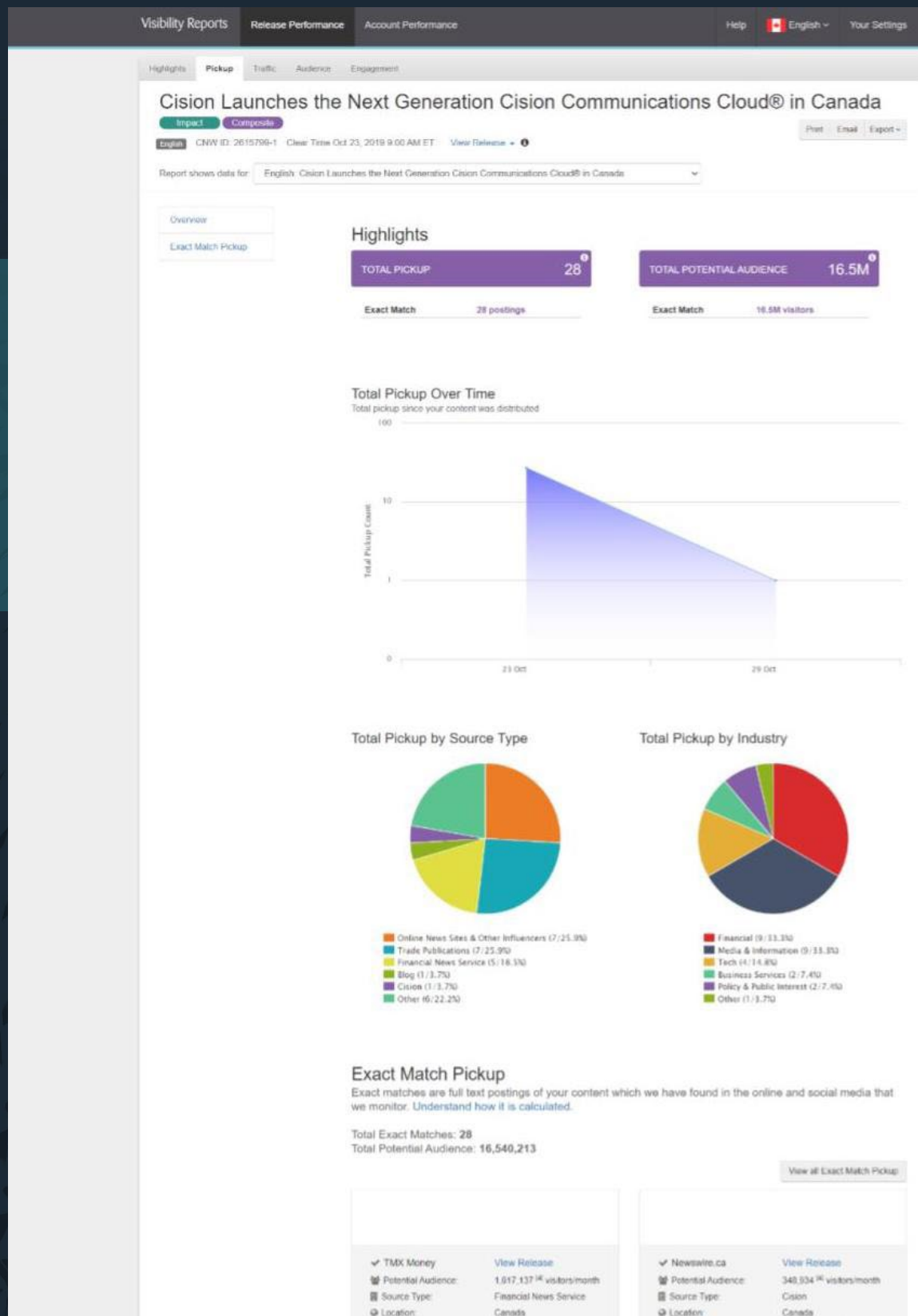
HIGHLIGHTS

Visibility Reports offer you actionable insights into how your press release resonates with your target audience. Highlights is the “homepage” for your Visibility Report and gives a high-level overview of your press release’s performance across several key categories of metrics, including pickup (where the press release appears online and the total potential audience of those sites), release views and engagement, and multimedia views. If Premium Visibility Reports are purchased, you can access key demographic and firmographic data, and an indication of the number of times press release readers visited a given page on your own website after reading the release.



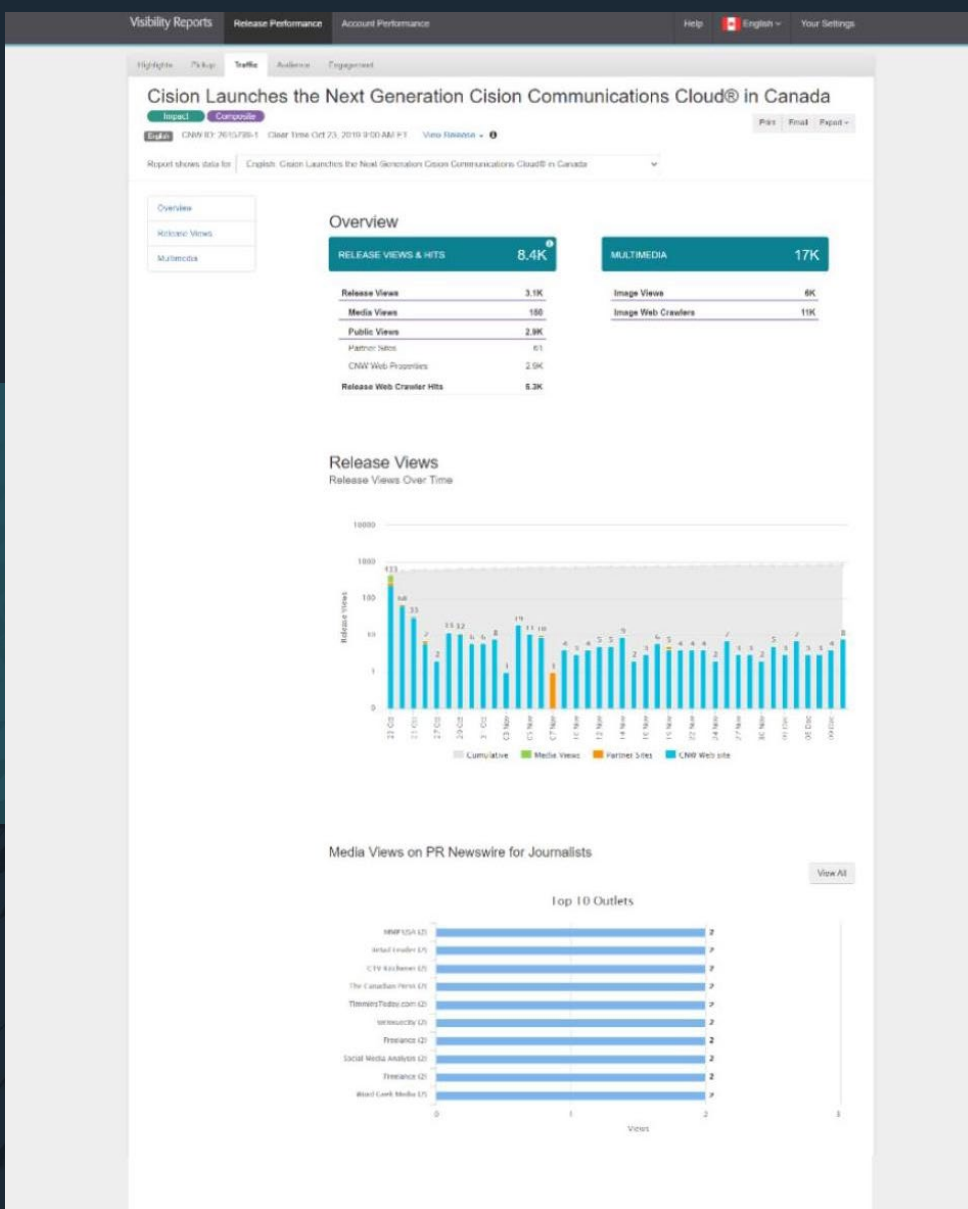
PICKUP

Track the websites that have posted your press release online and see the total potential audience for those postings as well as the tweets that included links to the press release on newswire.ca or prnewswire.com. Drill-down and review your coverage by industry, location, language, and source type to better understand the details of the sites that posted your press release. This information can help with future media targeting.

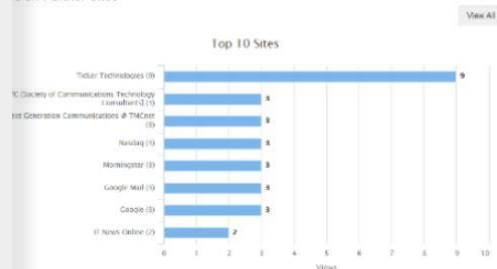


TRAFFIC

See how many times your press release was viewed, and where those views came from. Understand the breakdown of those views between human readers and web crawlers. Get a clearer picture of how audiences discovered your story. You can further track your image and video views to determine if multimedia you included was impactful.



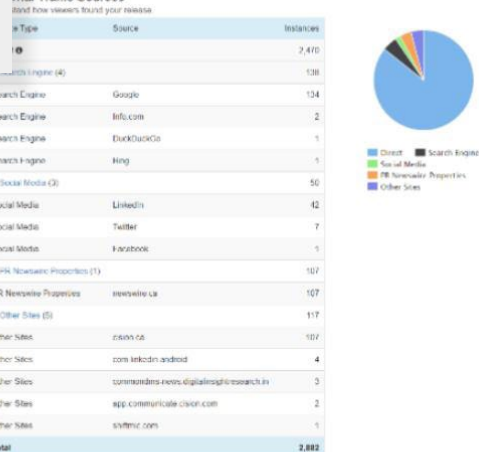
Views on Partner Sites



Views on CNW Website



Formal Traffic Sources



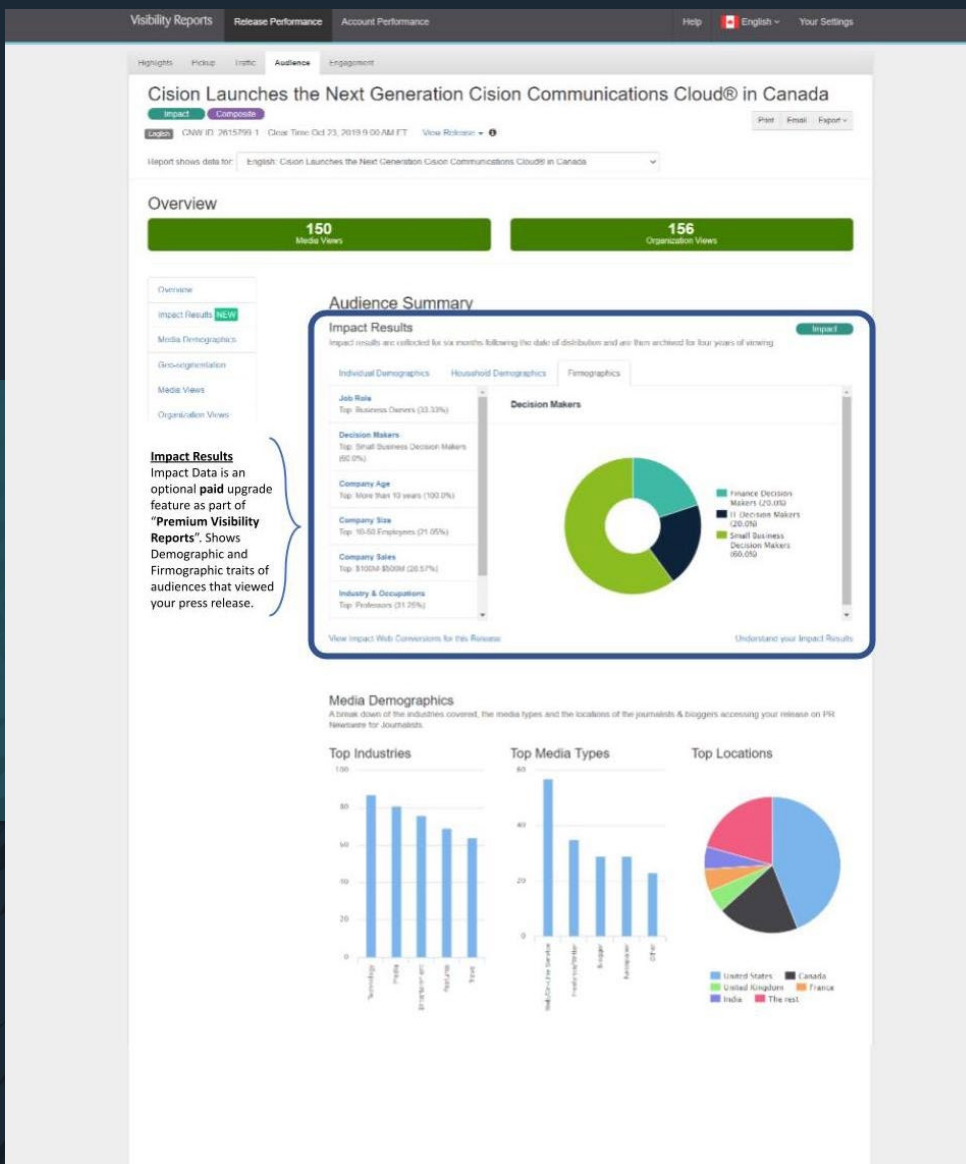
Multimedia Views

Image Views & Hits

Image	Image Archive	Views	Web Crawler Hits	Total
-------	---------------	-------	------------------	-------

AUDIENCE

View a comprehensive breakdown of the publications and journalists who received your press release. Pinpoint the geographical location and organization of your audience. Are competitors reading your release? Potential buyers? What Twitter accounts are engaging with your press release? All this audience data will help you with future outreach.



Impact Results
Impact Data is an optional paid upgrade feature as part of "Premium Visibility Reports". Shows Demographic and Firmographic traits of audiences that viewed your press release.

segmentation

See views of your release originated. Hover over map to see totals by location.



Audience Details

Media Views

Details of each media outlet from PR Newswire for Journalists that viewed your release.

Country	Industry	Source Type	Location	Views
USA	Consumer Products, Environment, General Business, Healthcare, Technology, Travel	Television	United States (UNITED STATES)	2
Leader	Media	Trade Periodicals	United States (UNITED STATES)	2
Advertiser	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other Public Issues, Sports, Technology, Transportation, Travel	Television	Canada (CANADA)	2
Advertiser	Financial Services, General Business, Other Technology	Wire Service	Canada (CANADA)	2
msToday.com	Auto, Broadcast, Consumer Products, Energy, Entertainment, Environment, Features, Financial Services, General Business, Healthcare, Heavy Industry, Media, Other Public Issues, Sports, Technology, Transportation, Travel	Web/Online Service	Canada (CANADA)	2
Total				150

View All

Organization Views

See which organizations have viewed your release. Learn more about this data.

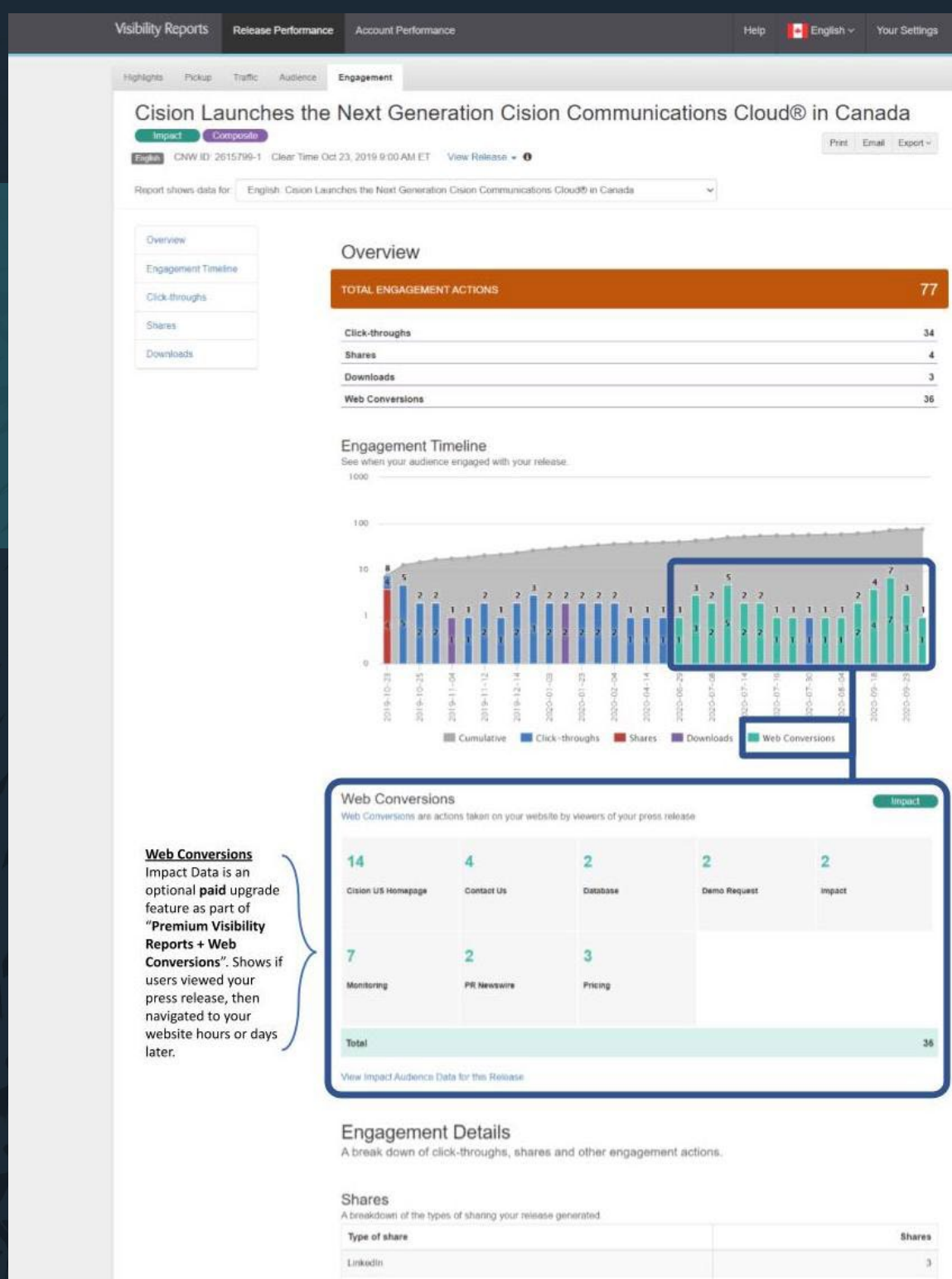
Organization	Headquarters	Visitor Location	Parent Organization	Industry	Views
Symtec Corporation	350 Ets Street, United States	UNITED STATES	Symtec Corporation	Software & Internet	18
Universität des Saarlandes, Saarbrücken	Germany	GERMANY			6
Multlink computers Pvt Ltd	India	INDIA	Multlink Computers Pvt. Ltd	Telecommunications	6
Total					156

View All

- Overview
- Impact Results **NEW**
- Media Demographics
- Geo segmentation
- Media Views
- Organization Views

ENGAGEMENT

Understand how people are engaging with your press release. If you included links, were they clicked? Was your press release shared (that's a good indicator of a release that resonated)? **Where** was it shared (is there another channel you should be using to engage with your audience)? Were the files you provided downloaded? See **when** your audience engaged with your release with a timeline view. If Premium Visibility Reports are purchased, you can track your own website urls to pinpoint the specific actions audiences take after viewing your press releases. These actions can be almost any activity taken on your site: e.g. visits to home page, blog view, downloads, sign-up sheets, order forms and purchases.



For more information

ARNE GULSTENE

Head, TSX Company Services
Capital Formation

T +1 604 585-0991
arne.gulstene@tmx.com

KAROLINE HUNTER

Head, TSX Company Services
Capital Formation

T +1 416 473-3560
karoline.hunter@tmx.com

OMAR KHAFAGY, CFA

Manager, Corporate Access
Capital Formation

T +1 647-284-4535
omar.khafagy@tmx.com

BERK SUMEN

Head, TSX Company Services
Capital Formation

T +1 403 218-2816
berk.sumen@tmx.com

MONICA HAMM

Manager, Client Success
Capital Formation

T +1 778 389-9928
monica.hamm@tmx.com

ROY WEFUAN

Manager, Client Success
Capital Formation

T +1 514 567 1584
roy.wefuan@tmx.com

Company Services

If you are listed on Toronto Stock Exchange or TSX Venture Exchange, please contact your designated Head of Company Services or email issuer.services@tmx.com with questions regarding your listing or the products and services available to you.

For more information visit:

tsx.com/learning

ALEXANDER KUO

Vice President, Growth
Cision

T +1 416 863-5787
alex.kuo@cision.com

LEAVING A TRAIL FOR INVESTORS TO FIND YOU

A six-part series from TSX

PART 1 |

Know the Investment Landscape

PART 2 |

Efficient Shareholder Targeting

PART 3 |

Making The Most Out Of Your Investor Materials

PART 4 |

Website Best Practices

PART 5 |

Highlighting Owned And Earned Content

PART 6 |

Preparing For Investor Meetings

CONTENT BROUGHT BY:



Follow us:



tsx.com

© 2021 TSX Inc. All rights reserved. Do not copy, distribute, sell or modify this document without TSX Inc.'s prior written consent. This information is provided for information purposes only. Neither TMX Group Limited nor any of its affiliated companies guarantees the completeness of the information contained in this publication, and we are not responsible for any errors or omissions in or your use of, or reliance on, the information. This publication is not intended to provide legal, accounting, tax, investment, financial or other advice and should not be relied upon for such advice. The information provided is not an invitation to purchase securities listed on Montreal Exchange, Toronto Stock Exchange and/or TSX Venture Exchange. The Future is Yours to See., Voir le futur. Réaliser l'avenir., TMX, the TMX design, Toronto Stock Exchange, TSX, TSX Venture Exchange, TSXV are the trademarks of TSX Inc.