

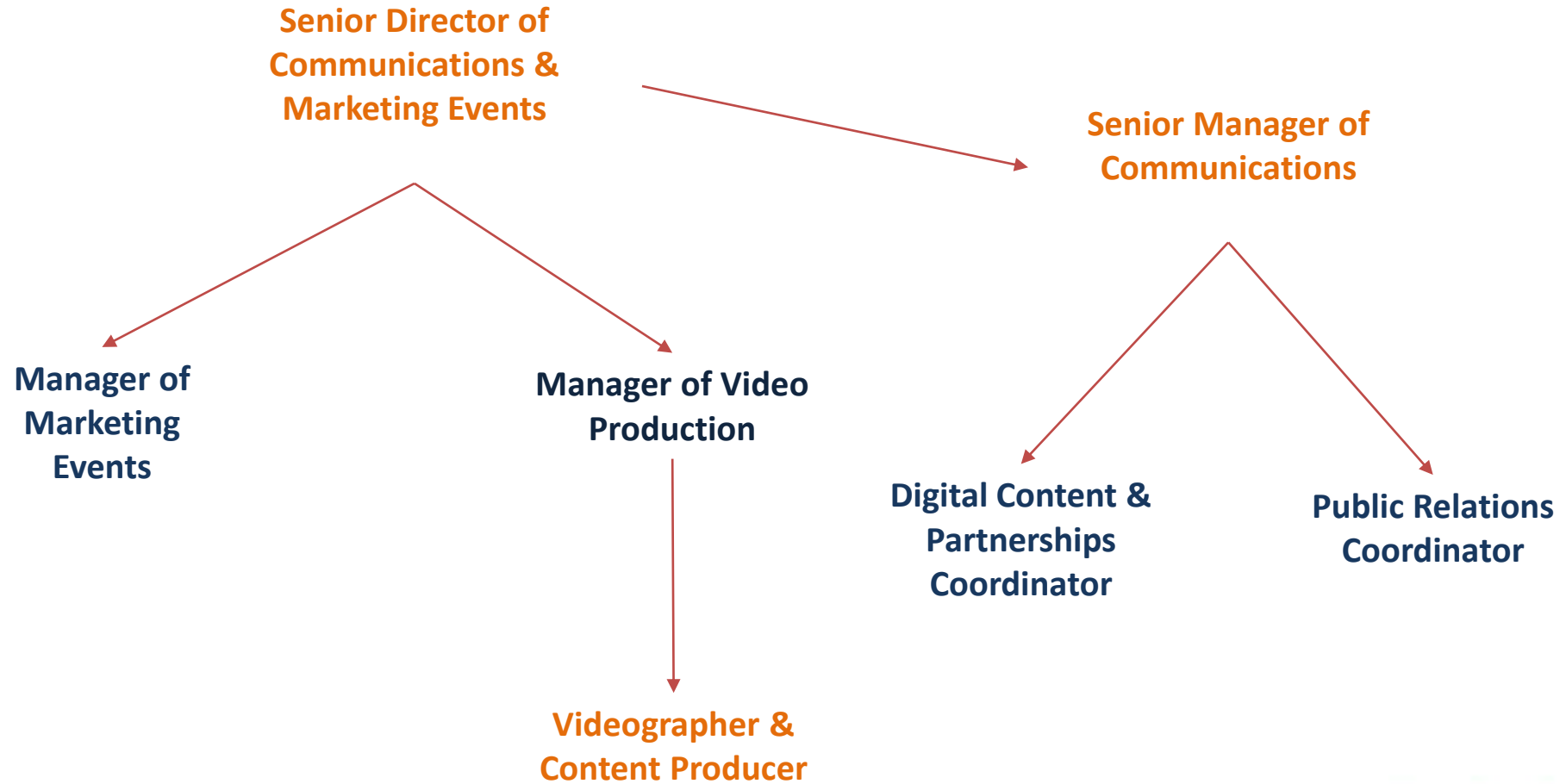
# Drive Media Coverage, Brand Buzz and More with Holistic PR and Social Media Campaigns



# Georgia Aquarium's Mission

*Georgia Aquarium is a non-profit committed to inspiring awareness and preservation of our ocean and aquatic animals worldwide.*

# Communications & Marketing Events Team



# Public Relations & Social Media

- Good-bye press releases!
- **Writing for social media**
  - Different platform, different tone but same voice
- **Our PR & social media are managed together, but separately**
- Done out of necessity, but also strategically



# What Do You Want to Accomplish?

## Begin with the end in mind

- What can you control?
  - Messaging
  - Visuals
  - Timing
- What do you want?
  - Media pickup through social?
  - High social engagement?
  - Video views / retention rate?
- Making a viral video...isn't a thing
- Sometimes posts fall flat even with best intentions





# Using Social Media As Well, Media



**Atlanta Humane Society Puppies Visit Georgia Aquarium During COVID-19 Closures**



# How Did We Measure Success?

- **Social engagement & sentiment**
  - “Thanks for the needed distraction”
  - “Can’t wait to visit!”
  - “We tried to adopt them!”
- **Post reached over 1.6M**
- Reached local, national & international media
- **Over 2K mentions reaching over 2 billion**



# How Do We Do It?

Many of our media placements are coming directly from the 'source' on our platforms

- We set out to create a distraction during COVID-19 closures
- Sent links to our social posts to key media contacts after post
- Timing & messaging
  - Media reached out to us directly
  - By sharing direct links to posts, we also increased social audience and viewership







Neptune the sea lion can  
really dance



# How Did We Measure Success?

- Shared only on TikTok
- What was the sentiment?
  - Fun, engaging, inquisitive
  - “Can’t wait to visit!”
- **30.4M** views
- **5.2M** hearts
- Reached local, regional, national & international media
- Reached over **215M** through traditional media

**AJC**  
Atlanta. News. Now.



POPSUGAR.

 CBS THIS MORNING

YAHOO!  
NEWS



# How Do We Do It?

- The response was a surprise!
- **Never pitched to media before or after posting**
- Media placements came as result of the TikTok
- **Media reached out to us directly**
- This bigger audience gave us the floor to talk about our conservation mission & Neptune's story as a rescued sea lion



# What Can You Do?

- Media is focusing on social channels to get rapid, concise, & correct information
- **Be intentional**
- Sometimes when you try too hard, it shows
- **Use your employees as content creators**
- Encourage employees to share special moments or behind-the-scenes with you for potential inclusion
- **Research trends**
- Experiment!



**And Remember...**

**Have fun and  
be creative!**

