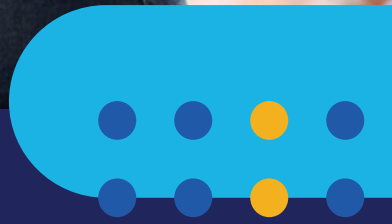


Technology News Releases: Can you get them noticed? Data says 'yes.'



What makes a technology news release stand out in a sea of tech news?

To find out, Business Wire partnered with Onclusive to analyze, measure and explore how news releases drive earned and syndicated media, along with social media engagement. The team first analyzed cross-industry releases before drilling down into industry verticals. In a [recent webinar](#), Business Wire joined two industry experts to discuss the data behind the effectiveness of news releases issued by technology companies:

Sean O’Neal – President of Onclusive, the data science company for communications using natural language processing and artificial intelligence to reveal which PR strategies drive actual business impact.

Brian Mossop – SVP and director of strategic intelligence with Methods+Mastery agency, heading up global analytics to draw meaningful insights to help client companies, including Google, make communication decisions.

Onclusive determined there are definitely differences between the technology industry and others both in strategies to distribute news and how consumers and journalists consume it. Based on that data, the panel had some key questions technology PR teams should ask themselves to improve the effectiveness of their releases.

Five questions to consider in order to boost your news release’s effectiveness

- 1 IS IT TECH O’CLOCK YET?
- 2 AM I GOING FOR THE GOLD (EARNED MEDIA)?
- 3 IS THIS TOO TECH-Y?
- 4 AM I MINDING THE GAP?
- 5 ARE MY NEWS RELEASES DRIVING SOCIAL MEDIA ENGAGEMENT?

Our PR Experts:



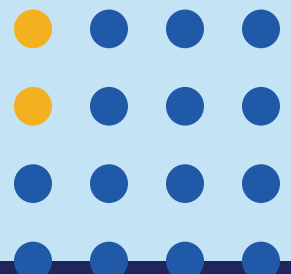
SEAN O’NEAL

President
Onclusive



BRIAN MOSSOP

Senior Vice President
Methods+Mastery



1 Is it tech o'clock yet?

There are good times and less-good times to send out an investor relations or public relations release for maximum visibility. First, O'Neal identified the most popular times to send out a technology release based on data. In general, technology PR releases follow a similar pattern to those from other industries with a cluster around 7–8 a.m. ET, followed by one around 3 p.m. ET. This is also true for IR releases, with 6–7 a.m. ET being most popular and with a spike at 3–4 p.m. ET, consistent with the opening and closing of the market. Wednesday and Thursday see more activity than other days of the week for the technology industry.

While IR releases are usually tied to market opening and closing, which drive the spike in releases each day, **there is reason to believe PR releases should be issued outside of the cluster.** This timing may make them more noticeable, but it won't overcome a weak release or the failure to give a journalist enough time to access spokespeople or the assets to cover the story fully.

PRO TIP:

IR

Send your IR press releases during the opening and closing of the market for maximum visibility.

PR

Consider sending your PR press releases outside of 7–8 a.m. ET and 3 p.m. EST—the most popular clusters—to make them more noticeable.





2 Am I going for the gold (earned media)?

When it comes to earned media, a side-by-side comparison of technology news releases versus all industries shows that the number of follow-on or earned media stories that a release might generate is around the same, with the mode (most popular number) being 10. The difference is that it seems **more technology industry releases receive some amount of earned media than those from other industries.**

PRO TIP:

Releases from 3–5 p.m. ET generate more earned media stories than any other time slot, with Thursday being the top-performing day.

Timing also has a pronounced impact. While the times mentioned on the previous page are the most popular, that doesn't mean that they are the most effective for converting news releases into earned media stories. The data shows that more releases generate follow-on or earned media stories from the 3–5 p.m. ET slot, with Thursday being the top-performing day. When compared with other industries, the tech industry appears to be much more consistent in this.


As an explanation, Mossop talked about his experience as a journalist who has worked in both New York and the San Francisco Bay Area. "My experience in the newsroom was reporters get an early start on the West Coast. They're already three hours behind what's happening on the East Coast. They're usually building their first story and just focusing on getting that out. By the time 3–5 p.m. ET rolls around, that's noon–2 p.m. on the West Coast, and it seems like journalists might be coming up for air and starting to think about what their next story might be," he said.

3 Is this too tech-y?

Considering what the person at the other end of the story needs is key. That can explain why earned media increases when journalists are searching for their next story and come across a release. It should also affect how PR teams write their releases in the first place.

O'Neal notes, "One of the things that I think a lot of technology companies fall prey to is being overly technical in their communications." He says, "We should strive to be very simple in the concepts and the language that we use because most folks are not interested in hearing about the guts of your technology."

Instead of falling back on tech jargon, he advises PR professionals to focus on the benefits of the technology, identifying the consumers or customers who are using it and highlighting what they have to say about it. While journalists in the technology industry who cluster on the West Coast may be a bit more accepting of jargon, for the most part, it's better to avoid overly technical or insider terms.



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SEAN O'NEAL
President
Onclusive



4 Am I minding the gap?

Large companies generally get a lot of press, and journalists often wait to hear what they have to say. For smaller companies, the battle to be heard can be more challenging.

“Smaller companies have to make their own news, and they have to make people care about it,” says Mossop. “The press release has to be very precise and targeted. You have to give the reporter enough information to know that this is significant.”

“Being more precise with your communications and tailoring the storyline will help you make waves.”

BRIAN MOSSOP
Senior Vice President, Methods+Mastery

To improve the news release, Mossop suggests first asking a series of questions about the landscape of coverage around the industry and the problem that the company is trying to solve. Having defined the landscape, **the goal is to find a gap where the company can join the conversation in a meaningful and unique way** that will cause people to care about the solution.

“You can be tempted to just repeat what has been successful for other companies,” says Mossop. “But what we’re seeing is that being more precise with your communications and tailoring the storyline, telling people what’s different, will help you make waves.”

To succeed, companies need to develop what Mossop calls the “communications value proposition, the core story that the company is trying to tell.” Having a clear focus and precise language will help smaller companies develop a platform to be heard and avoid “shouting into the hurricane.”

5 Are my news releases driving social media engagement?

Social media engagement provides essential metrics for PR teams, showing how widely the news release is being read and amplified. The data shows that, interestingly, technology PR news releases generate fewer tweets than the all-industry average, 22.6 tweets per release compared with 56.8 for all industries. However, and this is significant, **more technology releases received some level of social media engagement than other industries.**

"It was very counterintuitive," says O'Neal. "I would have expected the exact opposite relationship. That technology news must get more traction on technology platforms like Twitter because social media is where the technology media lives and breathes."

As with earned media, part of the explanation can be found in the "long tail," where some technology releases receive more than 100 retweets. Another reason could be that technology companies might not have the same kind of relationships as consumer products brands, for instance.

In terms of timing, news releases that post on social media early in the morning, at lunchtime or in the evening tend to generate the most engagement across all industries. This seems consistent with when the people following industry news have time to look at social media and engage with stories that interest them. While the same general pattern is also true for technology company releases, they also see an additional **late-night boost for social media, with releases issued as late as 10–11 p.m. ET or as early as 2 a.m. ET generating the strongest social engagement.**

Today, people accept seeing the same posting more than once, so it's worthwhile to repost your release. Mossop tells of experimenting with reposting 12 hours later at Wired: "You'd see very strong engagement when you first put the tweet out, and then it falls off pretty quickly. But we would see almost identical engagement, that same similar curve when we put these out 12 hours later," he says. "It doubled our engagement, doubled our social media traffic."



PRO TIP:

To double your engagement, repost your release 12 hours after the initial release.

What does data say about technology news releases?

Delving into the data behind the news releases shows that, while the technology industry doesn't buck all the cross-industry trends, there are factors specific to technology PR that can improve effectiveness. Experimenting with different release timing, reducing jargon and reposting may significantly affect earned media.

- 1 **EXPERIMENT WITH DIFFERENT RELEASE TIMING**
- 2 **REDUCE JARGON**
- 3 **REPOST ON SOCIAL**

How does Onclusive analyze news release data?

This discussion was based on a study of over 6,000 anonymized technology company news releases distributed by Business Wire from July to December 2020.

Onclusive separated them into two groups, IR and more general news releases. The two types of releases behave in slightly different ways and have different characteristics and purposes, so they need separate analysis.

The company then looked at social media and editorial engagement. They analyzed data to see how often releases were tweeted out and used technology to identify how much original earned media was based on releases.

The data was then sorted by every hour of every day and analyzed for patterns and trends.





About Business Wire

[Business Wire](#), a Berkshire Hathaway company, is the global leader in [news release distribution](#) and [regulatory disclosure](#). Public relations, investor relations, public policy and marketing professionals rely on Business Wire for secure and accurate distribution of market-moving news and multimedia.

Founded in 1961, Business Wire is a trusted source for news organizations, journalists, investment professionals and regulatory authorities, delivering news directly into editorial systems and leading online news sources via its multi-patented NX Network. Business Wire's worldwide newsrooms are available to meet the needs of communications professionals and news media globally.

About Onclusive

[Onclusive](#) is the data science company for communications. The inventors of [PR Attribution™](#) and [Power of Voice™](#), Onclusive measures the true impact that content is having on a company's bottom line.

The Onclusive platform is built upon a proprietary news crawler, which analyzes millions of earned, owned and newswire articles every day globally and in over 100 languages, organizing each piece of content based on dozens of dimensions for aggregate and entity-level analysis. The world's leading brands and agencies, including Airbnb, H&R Block, Lyft, Intercontinental Hotels Group, 23andMe and Experian, use Onclusive to modernize communications.



Ensure your story gets heard. If you would like more information on how Business Wire can help your business, please contact us today:



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