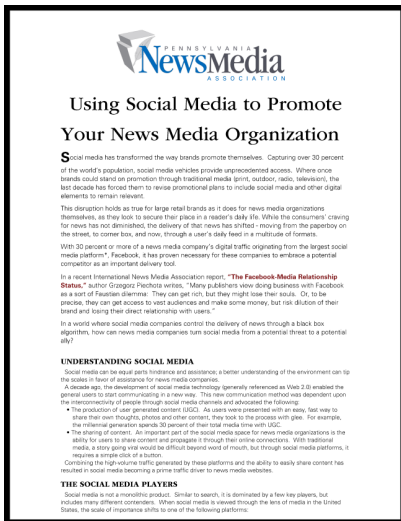


SECONDLOOK

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This week, take a second look at...

Using Social Media to Promote Your News Media Organization - White Paper



Social media has transformed the way news media organizations promote themselves. Where once newspapers could rely on promotion through traditional media, the last decade has forced them to revise promotional plans to include social media and other digital elements to remain relevant.

This white paper will help you understand the essential components of social media, identify the key players in social media, and educate you on how to build the perfect post.

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For more tips like this, call the Sales & Marketing Hotline at (717) 703-3041 or contact Jane Hungarter at JaneH@pa-news.org.