**SIOR Public Relations Cheat Sheet**

**Enhance Your Branding With SIOR:**

1. Share any news of your members or your chapter with SIOR
2. Share any events and details of those events (any key speakers or attendees)
3. Share your newsletters and member communication with SIOR
4. SIOR will share with our PR firm for the opportunity for additional exposure, if there is media interest

**Enhance Your Branding Locally**

1. Identify key local real estate and business reporters and keep an updated list with contact info
2. Offer a chosen reporter ‘exclusives’ – go to them first on new deals you close as soon as possible. If possible, agree to do an on-record interview
3. Use your media list to issue news on your deals or organization – as regularly as possible
4. Invite key reporters for coffee or lunch as a general ‘meet and greet’ relationship builder; discuss topics you can speak to and what you have going on (can be general)
5. Ask reporters what specifically they are looking for and how you can help them be successful in building their beat (the topics they cover)
6. Participate in local real estate and business events where appropriate, either as a speaker or sponsor and at the very least, an attendee
7. Use News Funnel to share and distribute your info to the industry (more info below)

**Utilize News Funnel**

1. The News Funnel is the Spotify of the CRE industry – delivering customized real estate news to more than 130,000 professionals
2. Real estate companies like SIOR use it to distribute content directly to the industry
3. Companies like NAIOP, NAI Global, Lee & Associates, and more than 70 others have feeds on their home pages, like SIOR, displaying this info
4. Chapters can upload press releases, blogs, market reports, videos, and more
5. Chapters have their own account and can login and upload news easily – for free – that content is then distributed to the subscribers and news feeds - like the news feed on SIOR.com
6. Members can also have accounts to view content and receive daily aggregate emails.
7. SIOR streams this content on its home page – so any time a chapter uploads a press release or is mentioned in the news, it will automatically stream to SIOR.com for added exposure
8. Chapters can set up their own feeds on their own websites to stream content (contact SIOR HQ for more info on establishing a chapter microsite).
9. Contact SIOR HQ for your chapter’s News Funnel login information.