

# 1.Relevance 3.0

## How professional communicators benefit from Semantic PR

Semantic, adj.- relating to meaning in language or logic  
(2240 words – approx 20-25 minutes)

## 2.Drowning

Do you ever get the feeling you're drowning in a sea of content.....

There are more than 1 trillion websites out there ....A billion social media gurus....We spend all that time updating profiles and staying in touch.....and looking for stuff ---- it's sapping our productivity...

And we all know that when you try to use the same communication tactics for everyone, you're only going to ...water down....your message.

Maybe that's why this year's Edelman Trust Barometer found that trust in social media has plummeted faster even than traditional media – to an all-time low of 11 percent!

Deloitte's Media & Technology Report states that there is an urgent need to find a way to **classify** this ocean of user generated content to make it **useful** for businesses – and, the report says, despite the drop in print advertising revenue, there is still strong demand for quality news content.

Making it easier for consumers to find that high-quality content is what's going to keep our industry alive.

## 3.LIFELINE

Now we've been thrown a lifeline ....it's called the semantic web –it's part of the next generation of the internet - known as Web 3.0. The semantic web gives the web more context for human beings searching for value.

- I'm going to talk about how we – the PR industry - got to where we are today....how PR has evolved with the evolution of the web...
- I'm going to try to demystify the jargon around “web 3.0” .....
- I'm going to show how PR communicators can use these new semantic technologies to create opportunities –
  1. to become better than ever at managing your clients' public presence –

2. to put more context and relevance around your media campaigns so that the journalists you work with; the news consumers; and your clients will benefit...
3. And ultimately to be rewarded greatly for your efforts....

## **4. PR 1.0**

So how did we get to this state today in the past dozen years of using the internet for PR?

Web 1.0, in the late 1990s, was the era of the brochure website where there was next to zero interactivity. PR 1.0 was all push and almost no one outside journalists viewed press releases. ...They were simple times....

To put in context how come I know about this ....At this stage (LH 1.0) I'd been working as a journalist for a couple of decades already, my first job in Australia was on the Women's Weekly when it was a weekly; I was a senior editor at Reader's Digest, and the editor of Vacations magazine - I crossed the borders from ACP to Fairfax to News Ltd. I showed an early affinity with technology – I trained the first journalists using computers at ACP because I was the only one with an IBM clone at home.

Then I had a family, I moved from Sydney to Adelaide and got a great job freelancing for The Australian IT section....

But I soon realized I had to feed the kids ... so I started to write about technology for PR agencies –Howorth, Blackie McDonald and Porter Novelli...

The solutions for the PR industry back then included legacy media databases like AAPMediaNet and the good old Maggie Gee Directory...

We stood at the fax machine for hours faxing media releases, sent off a few emails ....and hoped for the best.

In the days of PR 1.0, we measured success by the number of clippings in our client's brag book – and we were definitely considered the poor cousins of the advertising industry.

The legacy media services didn't seem to be aware of Search Engines at all – and let's face it, most of us in PR hadn't even heard of SEO - Search Engine Optimization – we didn't realize that getting to the top of Google would become a multibillion-dollar industry.

## **5. PR 2.0**

By 2005 Web 2.0 ...the community web... was well and truly making its presence felt ..... This was a real game changer. Social media websites and blogs were appearing at a rate of hundreds a day.....

In PR 2.0, as we know, social media allowed PR people and clients to speak directly to consumers as well as through traditional media.

Now that anyone could publish content - that love-hate relationship between PR consultants and journalists began to change.

Still with one foot in journalism and the other in PR, LH 2.0 started thinking “there has to be a better way to build a bridge between these two... “. So I started developing NewsMaker as a way to make my life easier... From there, we built NewsMaker up to be the most affordable way for the Australian PR industry to distribute press releases to professional and social media. –and we’ve adapted to changing conditions .....

One of the most significant developments has been the increasing importance of making sure that our press releases appear in both Google Search and Google News instantly.....

## 6. Melbourne Storm

In this example – a Melbourne Image Consultant used Newsmaker to distribute a press release about Melbourne Storms’ fall from grace – the result was that his story appeared at the top of both Google News and Google Search – even up against thousands of other stories on the topic.

## 7. Melbourne Storm Press Release

And that attracted more than 1 thousand visitors to the press release on the NewsMaker website, as well as several radio and print interviews.

....Today, PR 2.0 is well on its way --- There is a plethora of press release services and lots of disparate tools to measure our online success – from search engine rankings and free tools like Google Analytics through to more sophisticated tools like Datarati, Radian 6 and Meltwater.

But clients have always been reluctant to pay for you to prove you are doing your job – instead you need to show that you are adding value to the process every step of the way.

## 8. Weary

Now as we enter the next era of semantic PR.... We are feeling a bit shell shocked and weary from all this effort to be all things to all people...

**Issue 1:** You are swamped with tasks, from content creation, to managing media lists, to staying fresh in social media – you have little time left for strategic thinking

**Issue 2:** Clients are investing in website technology and Search Engine Marketing while the news content is notoriously out of date – and often controlled by the IT department.

How many times do you see a News page where the last news item was posted in 2006? Unless you are directly managing this news content, your PR efforts could be wasted.

### **Issue 3.**

You need to add value for journalists by putting your content in front of them at the right time. But the journalists themselves are already swimming in this same sea of unclassified content. You need tools that make it easy to extend the reach and relevance of your content. You need to demonstrate value to your client by being more responsive than ever in every campaign.

## **9. Tim Berners-Lee**

The term Web 3.0 and the Semantic Web were coined in 2003 by Tim Berners Lee, one of the fathers of the modern internet. The Semantic web makes the web more intelligent – it puts a human context around it.

In a very simple example - say you are trying to sell a book online – the semantic web will know something about you, something about the searcher, and something about the book. This information will be included in the html code.... It will pick the book most relevant to the searcher and the location closest to them where they can buy, and recommend other similar books. It may even recommend a coffee shop nearby. And it will do this on any connected device.

## **10. Web 3.0**

You can see that we are already moving in this direction – but it is going to become more and more mind boggling.

Whereas Web 2.0 allowed everyone to have an opinion and let everyone know about it - the promise of the semantic web is that it will deliver the information you want in the context in which you want it.

Context such as likes and dislikes, location, language and culture.

So you can imagine that experts in language and communication become very powerful in this scenario.

For the PR industry, the semantic web gives us new opportunities for relevance and control.

## **11. Adaptive PR**

Let me show you something exciting – one of the first – and possibly the first – applications of the semantic web for the PR industry.

Over the past three years, my company has created a completely new platform for adaptive PR: and this is its first public viewing outside a small alpha testing group.

Our goal has been to make it easier to manage your agency or in-house PR activities: it's made up of several modules – and this is just a preview of some of them.

1. Publishing, Distribution and Reporting – including semantic elements that make it much easier to finely target a press release. A dashboard where you can track campaign performance by consultant, agency, topic, brand and location

## 2. BrandedNews Rooms

Now you can create and manage your clients' branded news rooms, embedded in their website. ... These news rooms are searchable from within the Swayve network of websites, which will give you some very big advantages in terms of visibility.

## 3. The 3D Media Explorer

Although all our systems incorporate innovations – by far the most innovative is this one – the 3D Media Explorer.

After you have published content, it allows you and third parties to link relevant content to your publications – and demonstrates how, where and why: the context of and relationships between the linked content. Swayve provides context such as brand mention, opinion, timing, statistics and location. This is media monitoring on steroids.

Where Web 2.0 gives you nuggets of information about what's happening to your clients' messages – the 3D Media Explorer gives you the whole motherlode.

# 12. BENEFITS

Now using Swayve (which means Sway for influence and VE for visibility engine), you can:

- manage issues as they evolve
- respond instantly with new content – either to keep the story alive or, in some cases, let's face it, to defuse negative content.....
- come back to your linked content map at any time in future – to review what happened .

If you tried doing that using Google, it could take weeks – if it was possible at all.

Now you can target, link, respond ... to the market and to journalists, to manage your clients' public presence as never before.

# 13. Business Opportunities

Web 2.0 democratized content – now anyone can create and publish without any technical knowhow. ...

Swayve democratizes business – in the New World of PR 3.0, there is no need for you to have IT skills to take full advantage of the available technology - there is equal

opportunity to build your career or business based on the skills that you bring to the table.

- Agencies can build a business around one Branded News Room or a Network of News Rooms, with no capital investment or IT department
- In-house practitioners can collaborate with people inside and outside the organisation and use these tools to bring the right people to your corporate website.
- We would also love to talk to you if you have domain expertise, or if you're a specialist in any overseas market – as we can rapidly translate Swayve for any language or cultural needs. Or if you're a technologist you can develop for our platform when we launch our open API.

You as PR professionals have unique skills in writing, creative and strategy. You can be the first in the world to harness these new technologies -- you can be the cream that will rise to the top of the content pool.

## 14. Vision

Our company is blessed with a visionary technology developer – a mathematical genius who won a European Computing Olympiad at age 17 and loves to solve complex problems. So if you have a PR problem, we'd love to help you. I'll be here for the next 2 days and look forward to meeting as many of you as possible.

At a time when trust in social and traditional media is at an all time low, you can start rebuilding that trust by creating a business-focused web presence that is not watered down by the flood of user generated content of mixed quality.

We are building on the success of our existing Newsmaker service – which now has 3000 members and is the top ranking such service in Australia, according to Alexa.

Our vision for Swayve is to create an Australian internet property that is globally recognised ... as changing the way we classify and search for online content... while giving unlimited opportunities for business communicators.

I invite you to share our vision– that when an organisation wants to visibility, leadership and trust.... the PR industry is their first **port of call**.