

Media Distribution Plan Template

Use this simple and easy-to-follow media distribution plan template to ensure your press release reaches the right audience effectively.

1. Title of the Press Release

- Write the headline of your press release here.

2. Objective of the Press Release

- Why are you sharing this press release? (e.g., announcing a new product, sharing an event, or addressing a crisis).

3. Target Audience

- Who do you want to reach?
Example: Customers, journalists, investors, or local community members.

4. Key Media Outlets

- List the specific platforms or outlets you will distribute your press release to.
Example:
 - Local newspapers (e.g., *The Daily Times*)
 - Online news websites (e.g., *TechCrunch*)
 - Industry blogs (e.g., *Marketing Insights*)
 - Social media channels (e.g., Twitter, LinkedIn, Facebook).

5. Journalists and Contact Information

- Write down the names and contact details of journalists or editors.
Example:
 - Name: Jane Doe
 - Email: janedoe@example.com
 - Phone: +123456789

6. Distribution Platforms

- Choose the platforms you will use to share the press release.
Example:
 - Email (via PR contact list)
 - Press release distribution services (e.g., PR Newswire, Business Wire)
 - Company website or blog
 - Social media posts.

7. Timing and Schedule

- Set the date and time for sending out the press release.
Example:
 - Release Date: January 15, 2025
 - Time: 9:00 AM (local time)
 - Follow-up Date: January 17, 2025

8. Social Media Posting Plan

- List the social media channels and the type of posts you'll share.

Example:

- Twitter: Short tweet with a link to the press release
- LinkedIn: Detailed post for professionals
- Instagram: Post with visuals (if applicable).

9. Tracking and Metrics

- Define how you will measure success.

Example:

- Website clicks
- Media coverage (mentions and articles)
- Social media engagement (likes, shares, comments).

10. Follow-Up Plan

- How will you follow up with media contacts?

Example:

- Email reminder to journalists
- Thank-you notes to outlets that published your story.

This template ensures your press release is well-organized and effectively distributed to reach your desired audience.