

The 7C Social PR Framework™

Blueprint for Success

A compact e-guide to set you squarely
on the path to **Social PR success**

Ripped straight from “The Social PR Launchpad”

found exclusively on The Social PR Virtuoso™
www.socialprvirtuoso.com

BONUS: an all-NEW worksheet to guide your own 7C Audit
and *jumpstart* your **implementation** of the 7C Social PR Framework™



About the 7C Social PR Framework™

You don't work for years in an industry without learning what works and what doesn't. "Growing up" in traditional PR, I initially had no idea just how powerful a change agent social media would be for the industry. But through my experience and mistakes (many!), I've seen first-hand the power of PR when it's married to social technologies: I call it "Social PR."

Over the years, I came to incorporate specific elements in my work over and over again. I realized that I had the makings of a framework here; thus the 7C Social PR Framework™ was born.

I unveiled the Framework at a free, live, online mini-training ("The Social PR Launchpad"), and was amazed at how quickly forward-looking pros embraced it. Even today, many of them are using what they learned as a blueprint for professional success.



Cynthia P I'm still following up on some of my self-imposed action items from your last one. It's all good, and I love striving to be a more creative Wonder Woman (cue the theme music!).

[Unlike](#) · [Reply](#) · [👍 2](#) · January 6 at 2:32pm

Recordings of the full mini-training are available to members of The Social PR Virtuoso™ Master Course (you can [sign up for notifications](#) of when I will reopen registration).

However, given how strongly I believe in the efficacy of the Framework, I am making it available to anyone committed to unleashing their inner Social PR "superhero" via this compact e-guide. To that end, I've included an all-NEW worksheet to help you get started.

I hope you will let me know how the Framework works for you.

xo
Shonali



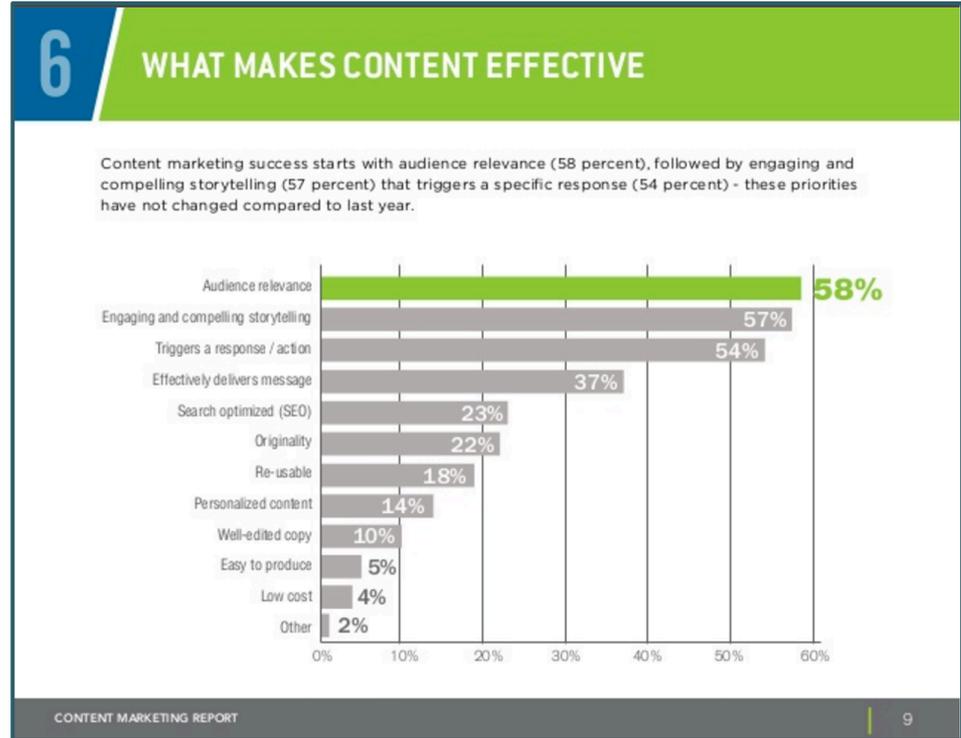
Stats Begone... But Not Just Yet

If you're reading this e-guide, you clearly acknowledge how powerful a force social media is in our lives and work. But because I could never resist befriending a great data point, here's just one:

Audience relevance leads the list of factors that makes content – which is the cornerstone of what we do – effective.

So, in a nutshell, effective Social PR is all about being relevant to your audience... and harnessing the community-building power of social media to establish and maintain that relevance.

Source: [B2B Content Marketing Report](#) published by Holger Schulze on Slideshare (2014)



The 7C Social PR Framework™



C1: Corollary

We're only too familiar with our good (or not-so-good) friend "Murphy" and his "law (or corollary)". Usually, this makes its way into conversation with the words, "If anything can go wrong, it will."

In the Social PR context, this means plowing ahead with tactical ideas without putting enough strategic thought into them.

Superhero Social PR takes a **long-term approach** to the building and implementing of programs and campaigns.

Strategy is the name of the game.



Corollary

Murphy's First Corollary: Left to themselves, things tend to go from bad to worse.



C1 Strategies: Identify the Corollary



- Pinpoint what it is you're trying to achieve
- Identify your audiences, current & future
- Incorporate listening from the get-go
- Work backwards, then forward



C2: Creativity

Creativity in Social PR is not (just) about being able to use Photoshop. Though, if you have those #madskillz, please, use them!

Creativity is about being nimble, flexible, and versatile.

It is **about identifying and unleashing what makes you YOU** in a way that **connects with, and delights, your audiences.**

Creativity



"Creativity is the power to connect the seemingly unconnected."
~ William Plomer



C2 Strategies: Unleash Creativity

- Make creativity a habit
- Introduce flexibility into your routine
- What makes you stand out?
- Grow your versatility



C3: Content

Content is at the heart of what we do. It is impossible – literally – to do our jobs without it.

Without content, there would be nothing to communicate *about*, and no reason to communicate *with* anyone.

Multi-faceted and multi-purpose content is at the heart of great Social PR, and a skill Social PR pros *must* constantly keep refining and improving upon.

Smart social content is what **transforms your work from an old wooden wardrobe into the Kingdom of Narnia.**



Content

"What really decides consumers to buy or not to buy is the content of your advertising, not its form." ~ David Ogilvy



C3 Strategies: Catapult Content



- Remember: meaningful content is intentional and serves a need
- Know your message, and stick to it
- Get to grips with SEO for Social PR
- Great content is varied, engaging, and shareable



Conversation

"Let us make a special effort to stop communicating with each other, so we can have some conversation." Mark Twain

If there is a single word that has almost been bludgeoned into oblivion in the social age, it is "conversation." Aren't you tired of being told to "join the conversation?"

Conversation is a wonderful thing. But great conversations don't happen when people talk nonstop; they happen when we listen.



Smart Social PR is not just about
"communicating to your audiences."
It's about generating, and building on,
conversations that ultimately serve your
publics **and** your brand.

People do business with people, **not**
faceless organizations with about as
much personality as toilet paper.

C4: Conversation

C4 Strategies: Ignite Conversation



- Be human
- Listen hard but smart
- Curate and serve, share and inform
- Stay on top of your systems



Community is possibly the single-largest differentiator between Social PR and “Same Old” PR.

Community

“A community is like a ship; everyone ought to be prepared to take the helm.” Henrik Ibsen

Thanks to social technologies, we’re now able to communicate directly with our audiences, instead of having to depend on gatekeepers to get our message across.

And an engaged and motivated community is at the heart of stellar Social PR.

There is absolutely **nothing** as appealing to customers as **when your community advocates for you.**

Not raindrops on roses, nor whiskers on kittens... ok, maybe whiskers on kittens.

C5: Community



C5 Strategies: Foster Community

- Engage and Empower
- Be of service
- Listen long, hard, and well
- Respect and respond



We live in possibly one of the most interesting times in the history of the human race. Thanks to social technologies, we can actually collaborate with each other without even being in the same space!

What's more, the oft-maligned Millennial generation has come of age. And they believe in frequent communication and collaboration to achieve their goals. This is a far cry from the "old" days, when PR could (and often did) function in a vacuum.



Collaboration

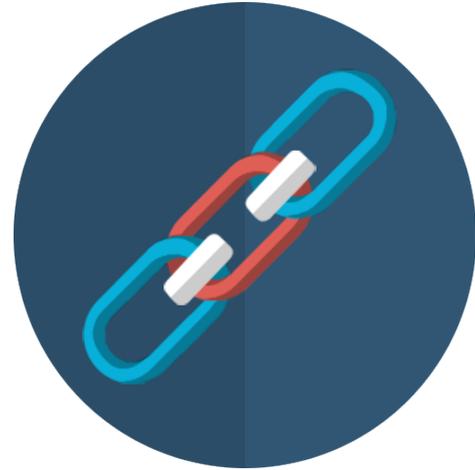
"Other people and other people's ideas are often better than your own." Amy Poehler

Rome wasn't built in a day... and neither is great Social PR. **Many hands make light work *only* when they work together.**

C6: Collaboration

C6 Strategies: Encourage Collaboration

- Get tech-savvy
- Be supportive, not codependent
- Set boundaries yet encourage
- Persevere



C7: Calibration

Particularly in a business environment increasingly driven by Millennial preferences, savvy Social PR must incorporate **smart metrics** from the get-go, regularly calibrating and refining strategies for successful outcomes.

Far too many PR pros still brandish their communication degrees as a challenge to math. But if you want to be successful, you must master smart measurement.

“What’s the ROI of your mother?” makes for a great sound bite, but try taking that to your next performance review.

Calibration

“Measure what is measurable, and make measurable what is not so.”
Galileo Galilei

Everyone loves someone who’ll
“show them the money.”



C7 Strategies: Calibrate Consistently

- Listening isn't optional
- Learn basic Web analytics
- Translate the stories hidden in data into actionable intelligence
- Work smarter, not harder



The Complete 7C Social PR Framework™

You've seen how each of the 7 Cs builds on what comes before it to create a holistic, 7-pronged framework for the effective practice of Social PR.

Not all of them will take priority at the same time; for example, unless you have built up a content bank you may not be able to really focus on activating a community (because what will you activate them with?).

Similarly, simply participating in conversation without your corollary firmly in place might be fun... but is it really worth the time and effort you'll spend?

On the next page, you will find the complete 7C Social PR Framework™. I suggest you keep it handy, so that you can refer to it frequently. You might be surprised at how often you'll turn to it!



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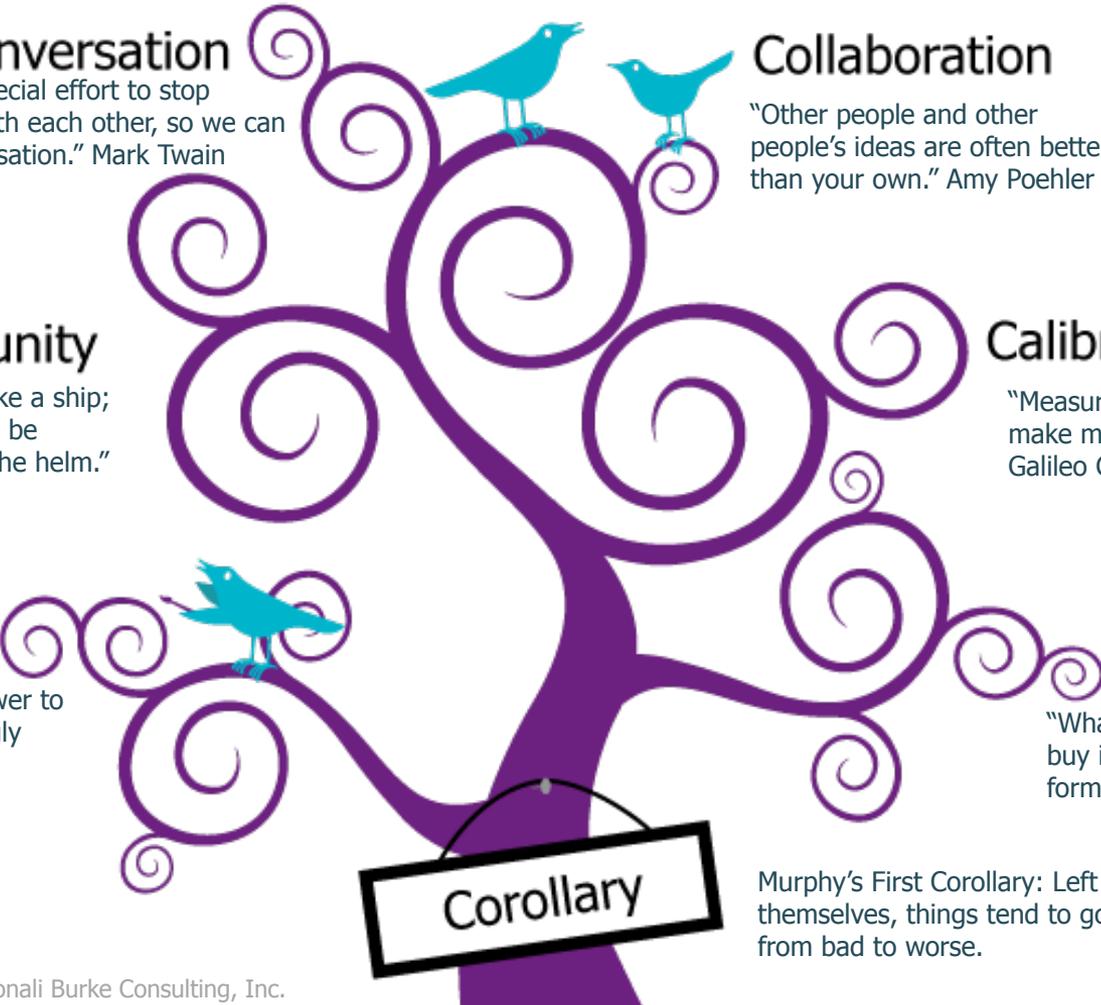
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Creativity

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Content

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A stylized purple tree with swirling, spiral-like branches. Three teal birds are perched on different branches: one on the top left, one on the top right, and one on the middle left. A black sign with white text hangs from the trunk of the tree.

Corollary

Murphy's First Corollary: Left to themselves, things tend to go from bad to worse.



Bonus

To help you get started on implementing the 7C Social PR Framework™, I've included a bonus worksheet with instructions as part of this e-guide. Use it to audit, prioritize and implement a workflow to get your Framework up and running.



7C Social PR Framework™ Audit Worksheet

Relevant C	Audit Guide (examples)	Audit Detail	Workflow Priority		
			Low	Med	High
Corollary	<ul style="list-style-type: none"> • What's the business imperative for your campaign? • Have you configured your ideal customer profile? • Have you identified & prioritized your target audiences? 				
Creativity	<ul style="list-style-type: none"> • Who are your brand's "characters"? Story arc? • What emotions do you want your audience to feel? • What connects your brand and audience? 				
Content	<ul style="list-style-type: none"> • What are your key messages and proof points? • What purpose does your content serve? • Is your content versatile, SEO-friendly, and shareable? 				
Conversation	<ul style="list-style-type: none"> • What's your listening program & workflow? • Which conversations do you need to be a part of? • What conversation mechanisms are you using? 				
Community	<ul style="list-style-type: none"> • What's your "community quotient"? • What resources will you provide your community? • What are your community rules of engagement? 				
Collaboration	<ul style="list-style-type: none"> • What tech tools will you use to collaborate? • What internal/external resources can you draw on? • How will you work smarter, not harder? 				
Calibration	<ul style="list-style-type: none"> • What are your metrics of progress? Success? Why? • What data gathering/analysis mechanisms will you use? • What insights will you look for in analytics? Why? 				



You + Me = Us

If we already know each other – thank you for downloading this e-guide! If we're new friends – I'm delighted you're here, and thank you as well!

A little about me: I run my own Social PR consultancy out of the DC metro area, helping businesses small and large take their communications *from corporate codswallop to community cool™*. I also teach, speak, and train.



If you want even more “about me,” [LinkedIn has it all](#), including awards and stuff.

I feel really strongly about smart Social PR, which not enough pros practice. The only way that will change is if they are taught how to do so. And since good professional development is neither as accessible nor affordable as it should be, I founded The Social PR Virtuoso™ to be both.

The Social PR Virtuoso™ is an online training hub for ambitious Social PR professionals to get their game on without breaking the bank. My programs range from bite-sized trainings to full-blown courses, which I hope you'll check out [when registration opens](#).

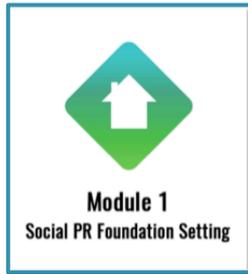
In the meantime, please join my [Social PR Posse](#) group on Facebook; it's completely free, and is an active, growing community of Social PR superheroes. We have a ton of fun *and* learn from each other. Every day.

Please stay in touch. I *do* read and try to respond to every email I get (except from Nigerian princes), so [shoot me a note](#) anytime you have something on your mind (and especially if you want to talk Elvis, ABBA, puppies or Bollywood).

xo
Shonali



Master Course Sneak Peek



- 4+ hours of in-depth Social PR instruction
- The “A to Z” of Social PR (a student’s words, not mine)
- Access to recordings and worksheets from *The Social PR Launchpad* mini-training
- 25+ templates, hacks, cheat sheets, case studies & more
- Recorded, on-demand instruction + lifetime access
- Live group calls, bonuses & much, much more!

SIGN ME UP FOR THE WAIT LIST!



See You Round The Interwebz

