PRESS RELEASE CHECKLIST

After writing your press release, go through our handy checklist to make sure you have corrected some of the most common press release mistakes.

- ☐ Headline is under 18 words (Is it Tweetable?)

- ☐ City and State at beginning of press release

- ☐ Correct date and year

- ☐ The first paragraph covers Who, What, Where, When and Why

- ☐ Word count is under 800 words

- ☐ Includes media contact information

- ☐ URLs have been checked and go to the correct website pages

- ☐ Only one hyperlink for every 150 words

- ☐ Includes an original quote

- ☐ Quote includes name and title of spokespersons

- ☐ You have included a boilerplate about the company at the end

- ☐ If partnership announcement, you have included their boilerplate and it is located above yours

- ☐ Includes links to social media channels

- ☐ Removed all first person references, unless in quote (i.e. me, you, we, our)

- ☐ Got approval on third party quotes and any stats used in press release

- ☐ Cite source of third party facts and stats

- ☐ Includes ### or -end- at the end of the press release

- ☐ Answer's the reporter's question, "Why should I care?"

- ☐ Spellcheck, read aloud and have another person read

- ☐ Get approval from all appropriate parties