

MEDIA ECOSYSTEM

PRESS

OFFICE 7

Strategy & communication

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PRINCIPLES

1. Develop owned media
2. Maximise cost-efficiency
3. Distribute owned media through distribution site and websites
4. Distribute owned media through social media and email
5. Avoid cost bearing external media
6. Share freely with news sharing external media

MEDIA CATEGORIES

1. OWNED
By the communicator
2. PAID
Owned by external parties
Cost-bearing
3. CONTROLLED
Social media
4. EARNED
Likes & comments, audience-generated advocacy

