

HOW PUBLIC RELATIONS PROFESSIONALS CAN HELP YOUTUBERS

YouTubers can greatly benefit from tactics used by PR professionals.

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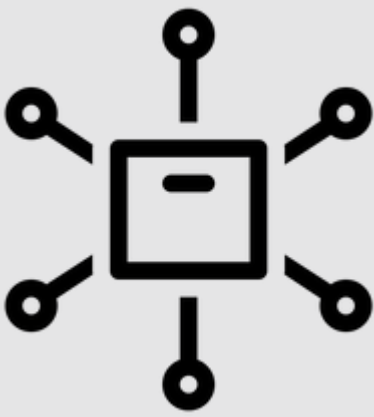
1 BOOK APPEARANCES

A PR professional can help a YouTuber gain more mainstream popularity through booking appearances for them. These can be on TV talk shows, radio interviews, and shows on YouTube or other social media platforms,



2 MANAGE SOCIAL MEDIA

Social media is the best way to engage current fans and continue to build an audience. Having a PR professional assist in posting content on platforms such as Instagram can lead to better engagement and extending social reach.



3 BRAND PARTNERSHIPS

In addition to making money from ads on YouTube, brand deals are a great way to add extra income. A PR professional can pitch creators to brands that are similar to the types of content they create, such as a makeup brand if they do makeup tutorials on their channel.



4 CRISIS COMMUNICATIONS

In the past year, we have seen that YouTube has as much turmoil as anything else. However, after a crisis, YouTubers are often in charge of crafting the message of their response video. A PR professional can develop a stronger message so the crisis can be dealt with more efficiently.



5 MAINTAIN IMAGE

Image management is important for anyone in the public eye. Similarly, to celebrities, YouTubers need to maintain a positive image in media, so they can continue to be successful. Especially in case of a crisis, a positive image can be very beneficial.



6 PLAN EVENTS

Hosting an event can generate more name recognition and promote a brand. If a YouTuber holds a successful event, it can garner media coverage. A PR professional can assist in planning the perfect event to gain the right attention.