



- Heading is the main point its specific and to the point
- Subheading is where you expand on the heading
- Dateline is where you put the city month day and year
- Message summary is where you put the intro summary
- You put hyperlinks to other sources you are using or taking from
- Quotes you should use quotes from credible
- Supportive details is where you put the details about the the event or business you writing about.
- Call for action that where you put information on donating or buying tickets or volunteering opportunities
- Boilerplate is where you put info about those involved in the article such as basic descriptions of who they are and what they do. You usually use their bio's.

Prlog.org instructions

Step one: log in Step two: click on my content



Step three: click press releases



Step four: go to press release drop down and click post new press release

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Step five: choose free prove you are human

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Step six: fill out headline and sub-headline Step seven: select your date and time as well as dateline city then put your body content

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Step eight: input your source company and if you have permission to use the data

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Step nine: add contact email ID

Step ten: upload any photos you are going to use for the release and name them using keyword phrases

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Step eleven: select the industry it has to do with and add the three tags make sure you hit add allowed for the free use

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Step twelve: under home page listing select free listing Step thirteen: click next

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Step fourteen: read over your content to make sure it is correct then click submit

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