

allmediascotland sets up a new Edinburgh Twitter account

A new, free source of news about Edinburgh has been launched by a long-established Scottish website that helps organisations to connect with the media.

The twitter feed, www.twitter.com/allEdinburghPR, comprises media releases about the capital that have been posted on the website, www.allmediascotland.com.

It is one of several dedicated twitter feeds – including food, theatre, music – that are operated by allmediascotland, which provides a media release mailing service, high search engine ranking for releases appearing on its site, plus training, especially for those a bit nervous about how to write a release.

Says managing director, Mike Wilson: “We know that many organisations that are unable to retain a PR agency or employ their own PR officer still want to promote themselves, enhance their reputation. So, our service is not just about delivery, but providing lots of support.

“For instance, we have set up a Q&A answer session in Edinburgh on May 1 – with the editor of Third Force News, published by the Scottish Council for Voluntary Organisations – to provide an insight into what a newspaper editor is looking for, when it comes to stories.”

He continued: “We charge for releases, but, at potentially as low as £5 per posting, it is a fraction of the time and energy spent on compiling a release. And we guarantee an appearance other than one’s own website.”

For more information, email info@allmediascotland.com.