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**Set Social Media Marketing And PR On Fire With NewsUSA Social Syndication**

*NewsUSA Launches Service for Communication Professionals to Supplement their Online Promotion Mix with Content Creation, Distribution and Promotion to Social Channels with Accountable Reporting*

FALLS CHURCH, VA. (April 8, 2010)—The social areas of the web continue to expand, creating new opportunities for communications professionals daily. With more than 400 million active Facebook users, 50 million tweets daily and nearly 1 million blog posts published every 24 hours, social channels harbor consumer influence and reach.

For some in the PR and marketing industry, it has been a struggle to keep up, but a one-of-a-kind solution from NewsUSA – Social Syndication – confidently answers the question of how communications professionals seeking to embrace social media should begin.

Social Syndication from NewsUSA includes content creation, distribution, promotion and accountable reporting, providing a turnkey solution for those wanting to engage in [social media PR](http://www.newsusa.com/) and marketing.

In addition to reaching consumers directly, Social Syndication from NewsUSA also reaches key media influencers. According to a recent Cision and George Washington University study, 85% of journalists turn to blogs and 65% use social networking sites for story development. By leveraging NewsUSA Social Syndication, brands can reach media in the places they are already searching for content.

“Today, it’s not just bloggers and end users searching for information online; it’s traditional media as well. Specifically, the social web is increasingly being used to find relevant, informative content,” says Rick Smith, founder and CEO of NewsUSA. “The NewsUSA Social Syndication service takes the guesswork out of leveraging the social web to create buzz and get found by media and end users.”

Social Syndication from NewsUSA involves the following innovative process:

**Content Creation:**

The SEO and social media savvy NewsUSA team of writers and editors create high quality content optimized for both search engines and the social web.

**Distribution**

NewsUSA ensures maximum reach by distributing contenttoa mix of popular social destinations.

**Promotion**

NewsUSA aggressively, yet tactfully, promotes content providing both SEO and social media benefits.

**Reporting**  
As part of Social Syndication, NewsUSA provides comprehensive, accountable reporting of success metrics.

“With NewsUSA and its unique approach to content distribution, client content is placed up front and center on the most relevant and popular destinations,” Smith says. “Today there is no better solution than NewsUSA Social Syndication for boosting digital reach, improving online visibility and building a brand.”

**About NewsUSA**  
NewsUSA was founded in 1987 to offer a qualitative and cost-effective alternative to traditional media advertising campaigns. Today, NewsUSA is the nation’s premier [social media distribution service](http://www.newsusa.com) receiving millions of media impressions each day. NewsUSA has provided media placements to more than 3,000 clients in a variety of fields, including public relations, communications, nonprofit, government, health care, automotive, and health and beauty. Thanks to its long-standing relationships with more than 16,000 media outlets, NewsUSA has successfully delivered more than 5 million online, print and radio placements and billions of dollars of media ad space nationwide. To learn more about NewsUSA, visit <http://www.newsusa.com/>.