

What to Include in Your Social-First Press Kit



- Press release with a key takeaways section**

Add a brief summary at the top so journalists can quickly assess whether your announcement fits their audience and beat

- 60- to 90-second announcement or explainer clip**

A short video that covers the key details of your announcement, ready for publications to embed or post natively

- 30- to 45-second spokesperson soundbite**

A punchy, quotable clip that works well for news-style social posts

- B-roll footage**

Additional footage that gives publications creative flexibility to create their own videos

- Videos in vertical and horizontal orientations**

Make it easy for the press to produce videos about your announcement. Vertical for Instagram Reels, TikTok, and YouTube Shorts; horizontal for website embeds and standard YouTube uploads

- Transcription document**

Prepare a written transcript of your video content that publications can use when adding subtitles in their own style

- High-quality photos**

Share relevant images journalists can use for articles, videos, or social posts

- Original infographics**

Share visual assets that publications can use directly or adapt to fit their own brand guidelines