

# **Thomas Hynes**

**Manager, Blogger Relations at PR Newswire**

New York, NY, US

Have something to say? Publishing first-rate content not only keeps your audience informed but it engages them in an ongoing conversation

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Thomas Hynes is PR Newswire's Manager of Blogger Relations. He has launched PR Newswire for bloggers, a site dedicated to connecting PR Newswire's content and services to the blogosphere. He also manages PR Newswire's Tumblr presence and helps to manage their Twitter presence. The panel he co-wrote, "Vetting in the Age of Social Media", was presented during the 2012 SXSW interactive conference. Over the course of the last year, Thomas has hosted webinars on behalf of PR Newswire. He has also identified and reviewed the top bloggers across nearly a dozen industries. Thomas lives in New York City and maintains his own blog about biking in New York City.

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Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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Public Relations and Communications, Writing and Editing, Information Technology and Services, Media Production, Media - Online, Social Media

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New Media Strategies, Blogging & Blogger Relations, Corporate Social Media, Strategic Brand Positioning, Social Media Strategies, Content Development & Management, Pr Communication Strategies, Brand Development

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## **Brand Engagement in Social Media**

Keeping consumers engaged is in every brand's interest. It's great to sell something to someone once, but to build a trusted and reciprocal relationship can pay way more dividends. Thomas Hynes, PR Newswire's manager of blogger relations, provides feedback from top brands utilizing social media to engage with their audiences. Thomas will outline how companies (big or small) can effectively engage their audiences using a variety of social media tools.

## **Cutting-Edge Digital Tactics and Tools for Your PR Arsenal**

In this discussion, digital PR expert Thomas Hynes gives you the lowdown on the latest hot platforms and strategies in digital communications. Learn how channels such as Instagram and Tumblr can be used to engage customers, raise brand awareness and build community. This fast-paced session will help you integrate the most innovative platforms into your PR arsenal so you can ensure you are ahead of the digital curve.

## **Traditional Media vs. New Media: It's Just Media**

These days, people get tripped up over the line between traditional media and new media. In actuality, there is no traditional media or new media; there is just media. And, as always, the goal is the same: to communicate with these audiences effectively. The key to achieving this goal is finding those influencers who speak to your brand and facilitating a two-way conversation with them. Thomas will outline how to build relationships with key influencers and provide tips for social media writing.

## **Become a Social Media Marketing Maestro: Tips for Leading Your Orchestra through Active Listening & Engaging Content**

Social media has definite correlations with branding, messaging and engagement – which just happen to be three primary marketing domains. Although tenets and best practices are still being written for marketing in social media, a number of companies have pioneered this uncharted territory with much success, as well as a few lessons learned along the way. Thomas will outline how marketing leaders have utilized active listening techniques and brand-generated multimedia content to connect.

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## **Cutting-Edge Digital Tactics and Tools for Your PR Arsenal**

PR News' Social Media Summit and Taste of Tech

## **Traditional Media vs. New Media: It's Just Media**

PR Newswire Webinar Series

## **Become a Social Media Marketing Maestro: Tips for Leading Your Orchestra through Active Listening & Engaging Content**

PR Newswire Webinar Series

## **The Eyes Have It: The Benefits of Visual Storytelling**

Visual Social Media Leadership Forum

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## **University of Vermont**

Bachelor of Arts English

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## **Manager, Blogger Relations – PR Newswire**

PR Newswire is the premier global provider of multimedia platforms that enable marketers, corporate communicators, sustainability officers, public affairs and investor relations officers to leverage content to engage with all their key audiences. PR Newswire provides end-to-end solutions to produce, optimize and target content – from rich media to online video to multimedia – and then distribute content and measure results across traditional, digital, mobile and social channels.

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