

# **Victoria Harres**

**Director, Audience Development at PR Newswire**

Dallas, TX, US

Duchess of Twitterville! An organization's online voice is a key to building brand awareness, authenticity, and audience engagement

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## **Description**

As Director, Audience Development, Vicky leads PR Newswire's Audience Development team which focuses on increasing the use of PR Newswire's customers' content among all audiences that report on news, from traditional media to bloggers. Vicky's team is also responsible for increasing the use of PR Newswire's industry-leading distribution networks and platforms such as PR Newswire for Journalists and ProfNet.

Vicky is the voice behind the PR Newswire brand on Twitter, and the author of, "Straight Tweet: Giving Voice to a Brand," a very well received white paper from PR Newswire, as well as many articles and guest blog posts. Her authentic representation of the PR Newswire brand on Twitter was recognized in O'Reilly Media's The Twitter Book, by Tim O'Reilly and Sarah Milstein.

At the forefront of undertaking social media initiatives to promote community building, brand awareness and brand messaging, Victoria regularly speaks at conferences and business events about social media for business.

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## **Availability**

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

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## **Industry Expertise**

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

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## **Topics**

Social Media, Content Marketing, Pr & Communications Strategies, Social Media for Business, Digital Media Strategies, Digital Branding, Audience Development & Engagement, Blogging, Social Media Monitoring

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## **Affiliations**

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## **Sample Talks**

## **Youâ€™ve Successfully Attracted a Twitter Following; Now What?**

You set up your brand Twitter account. Clients have found you and are using that channel to communicate with you. They ask about products. They ask for help. They expect you to continue to offer interesting tweets day after day. They want to have human conversations with your brand! Victoria will discuss the hats the brand twitterer often is required to wear (customer service, sales, marketing, PR, helpdesk), and the strategies a growing Twitter account needs to consider.

## **How to Build a Team Microblogging Strategy**

The requirements of keeping your brandâ€™s Twitter content fresh while dealing with customer service and sales leads can quickly become too much for one person with a day job. But how do you effectively share the responsibilitiesâ€”while maintaining a strong personal voice? This workshop will cover all the elements of building your team microblogging strategy. Find out how to create a content strategy and establish the right balance of marketing, messaging and engagement.

## **5 Keys to Developing Your Organizationâ€™s Online Voice**

An organizationâ€™s online voice is what people â€œhearâ€• from a brand through blogging, tweeting and community conversations. Itâ€™s what people engage with. It can give a brand a human connection to its audience. Or, if inappropriately done, it can confuse, or worse â€” irritate the audience. Victoria will outline 5 Keys to Developing Online Media: Authenticity, Humanity, Reflection of Culture, Credibility, and Consistency.

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## **Past Talks**

**KEYNOTE SPEECH** â€” **Considerations for Social Media Policy: A Marketer's Purview**  
TechAmerica HR/Legal Roundtable on Corporate Social Media Policies

**Youâ€™ve Successfully Attracted a Twitter Following; Now What?**  
Web 2.0 Expo NY

**KEYNOTE INTRODUCTORY ADDRESS & PANEL MODERATOR**  
Content Marketing and Communications Leadership Forum

**Twitter, Social Media and PR: Stats & Tactics**  
PubCon Las Vegas

**Using Twitter for Media Relations**  
PubCon Las Vegas

**Youâ€™ve Successfully Attracted a Twitter Following; Now What?**  
Web 2.0 Expo SF

**How to Build a Team Microblogging Strategy**  
TWTRCON SF

**Listen Up! Turning Conversations into Business Opportunities**  
Realtime NY 11

## **Social Media Strategy: Have a Plan, Stay Focused**

Social Communications & Healthcare – Case Studies and Roundtables Conference

## **How Social Media Can Help PR Professionals Engage Their Audience**

SMU’s Division of Journalism Social Media Workshop

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### **Accomplishments**

#### **Director, Audience Development – 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.

#### **Social Media Volunteer Coordinator – Business4Better**

A whole new way of doing business is emerging and now is the time to rethink your corporate social responsibility programs and take action through real community engagement. Introducing Business4Better (B4B) – the event, the community, the movement – that will bring together businesses and nonprofits to accelerate community engagement and create meaningful partnerships that benefit both businesses and communities.

#### **Vice President, Communications – Social Media Club Dallas**

Social Media Club of Dallas was founded in 2009 and is Dallas’s premiere organization for digital marketing. Social Media Club’s primary mission is to expand digital media literacy, promote standard technologies, encourage ethical behavior and share best practices. Our club hosts conversations that explore key issues facing our society as technologies transform the way we connect, communicate, collaborate and relate to each other.

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