

# A Multimedia Content Guide for PR Success

The impact of visual elements  
is undeniable

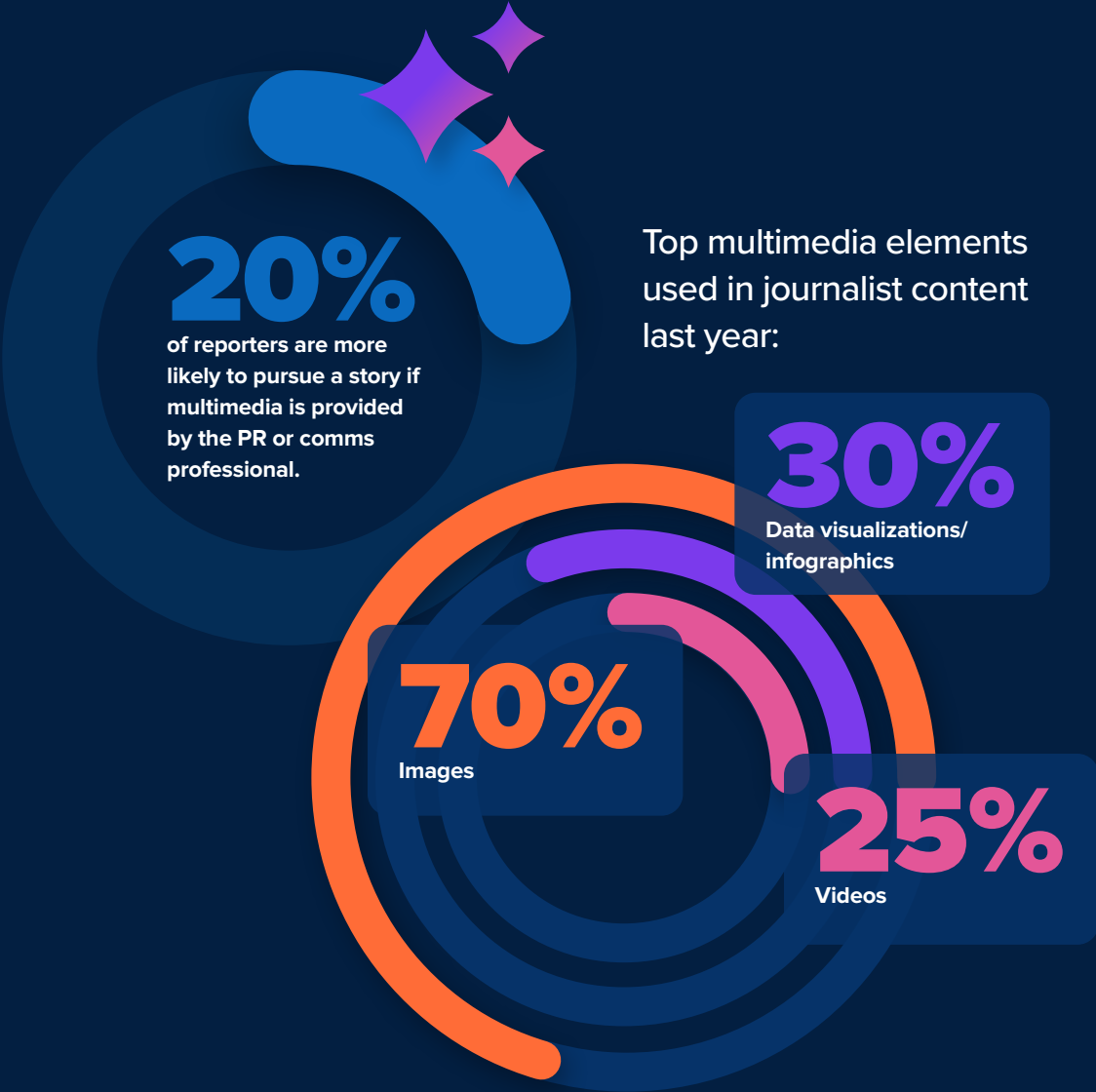


When PR professionals manage to get in touch with a journalist, one of the first questions they’re likely to ask is, “Did you see the release I sent you?” which used to actually mean, “Did you read it?”

As with many forms of digital content, however, press releases have evolved to a point where editors and reporters can just as easily watch or hear the news being sent their way, rather than frantically scanning through paragraphs of information.

Not only do multimedia assets make it easy for journalists to get a quick idea of what the story is about, some won’t even consider covering a story without it.

According to **Cision’s 2025 State of the Media Report**, 20% of reporters are more likely to pursue a story if multimedia is provided by the PR or comms professional. The PR-provided assets most used by journalists include images, data visualizations/infographics, and videos.



# PR Newswire Unveils Expanded AI Solutions Suite



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Sep 19, 2024, 09:00 ET



PR Newswire is excited to announce significant enhancements to its AI suite, designed to empower PR and communications professionals with intelligent tools for crafting and distributing impactful press releases. Following the first phase of the launch in September, these updates represent continued investment in leveraging data and AI to complement the work of communicators and solidify PR Newswire's position as a leading provider of innovative solutions for the PR industry.

This latest evolution in PR Newswire's offerings centers around the expansion of "AI Insights," first introduced on October 8th. Initially



60,000 X

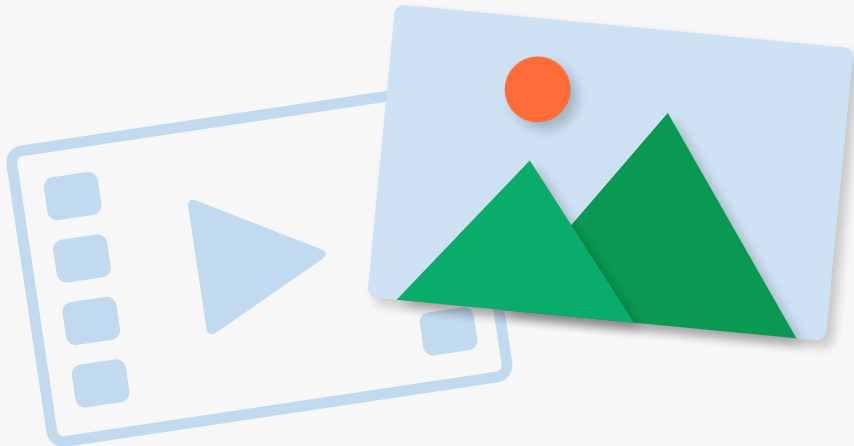
Research suggests that images are processed 60,000 times faster than text

For readers, the impact of visual elements is undeniable. Research suggests that images are processed 60,000 times faster than text and this rapid processing leads to better comprehension and higher retention rates. A compelling visual element can catch the eye and help your content stand out in a sea of text-only options. High-quality, relevant and engaging multimedia like images, charts or videos can improve the chances of your story grabbing attention and being shared and remembered.

## Bottom Line

**Multimedia is no longer a nice to have, it's a must-have.**

There's no end to the creativity you can bring when you use visual content in a strategic way. The question is, what's the best way for communications professionals to create multimedia assets that contribute to their overall campaign objectives?



## About This Guide

If you weren't formally trained in the creation and use of multimedia content, you're not alone. Just as media outlets have had to make a (sometimes painful) pivot to video, many of those working in PR have had to learn about multimedia best practices on the job.

**In this guide, we bring together lessons about what works (and what doesn't) in one place. Read on to learn:**

1. What to know before you create a multimedia asset.
2. Best practices for images and videos.
3. The do's and don'ts of multimedia content creation.
4. Tools and solutions to help PR pros get the most out of their multimedia.

# Multimedia: What to Know Before You Start

For today's journalists and influencers, a compelling story often extends far beyond the written word. In an increasingly visual world, multimedia—from striking photographs to engaging videos—has become an indispensable tool for capturing audience attention and conveying complex stories quickly and effectively.

But before you even think about hitting the record button or snapping a picture, it's crucial for PR and comms professionals to do some strategic groundwork to provide assets that truly meet a reporter's needs.

# How to Get Started:

## **Storyboard the Campaign from Start to Finish**

Assets like images, videos and infographics should not be an afterthought. They need to be deeply woven into the foundation of a PR strategy.

If your company is launching a product, rebranding, appointing a senior leader or hosting an event, for example, the opportunities for multimedia could be considerable—almost overwhelming. This means being judicious about looking for how photos, videos or infographics could offer the most value to the media while also tying back to campaign objectives.

Before you start the multimedia creation process, walk through the story you're trying to tell—and that you're hoping others will cover—the way a movie director might visually lay out the plot of a feature film.

# Some Things to Consider:

**How many content pieces** (press releases, blogs, paid placements, etc.) will be involved, and what multimedia components will need to be included with each?

**How many multimedia assets should be unique** to a particular part of the campaign, and what might be included and repurposed throughout (like logos and headshots, for example)?

**What kind of multimedia will “show” rather than “tell” the message** or key messages you’re trying to convey? Think of how videos could summarize the main points of a white paper or blog post or simplify a complex press release down to its essence.

**What can be created in advance** and what might need to be created on the fly? If you’re hosting a press conference or other event over the course of the campaign, photos and videos might be captured on site but will need to be timed for release in a matter of hours afterwards.





**Takeaway**

Ensure every visual asset serves a purpose.

**Study How Your Preferred Publications Use Multimedia**

The most successful communications professionals always take time to learn about the key themes of interest to a particular outlet by studying its editorial calendar, looking up or asking editors and writers about their preferences in covering certain kinds of stories, and the best channels to make a pitch.

Before creating any multimedia, the same kind of thinking should be applied. Even if it's only a matter of looking at a representative sample of your target outlets, identify some of the following:

**To what extent do the reporters and editors directly include photos and videos from third parties, and how?** If they embed videos, for instance, do the videos tend to run near the beginning, the end or in the middle of an online article page? These choices can show whether the outlet sees third-party multimedia as a way to increase the length of visits, provide context similar to a quote from an interview or a mixture of other purposes.

**How do they alter multimedia content, if at all?** Do the outlets tend to use third-party videos as raw material that gets edited into B-roll for their own, original videos? Do they write their own, detailed captions on photos or do they prefer having something more pre-packaged and ready to be inserted? Might they take the audio track from the video and use it in a podcast? Do they share multimedia assets they're given through social channels, and if so, how much annotation to they typically add in a post?

**What tends to be the mix of platforms that extends the outlet's reach?**

Beyond their own web site, for instance, how much do they publish and promote across Facebook, X (formerly Twitter), TikTok, Instagram or YouTube?



**Takeaway**

**By doing your homework and answering these questions, your team can uncover clues into the volume, variety and types of the multimedia content an outlet wants.**

**Once you've mapped out the role multimedia will play in the PR strategy, it's time to figure out how you'll create it, and the kinds of production values you need to achieve.**

# Multimedia Best Practices

## General Best Practices

Whether it's a photo, video, infographic or logo, there are several best practices that are fundamental to an asset's success. Following these rules ensures your visual assets are professional, easily accessible and genuinely useful to journalists.





## Any multimedia you provide must be:

**Relevant:** Any multimedia you include with a press release or pitch should support and enhance the story. If it's not relevant, it doesn't add value and only serves as a distraction.

**High-quality:** Provide journalists with high resolution, professional grade assets. Otherwise, the pitch or release can come across as amateurish and not be picked up.

**Optimized:** While journalists prefer high-quality assets, it's also important to have multiple versions available, in case a smaller file is needed for embedding into an outlet's website, for example.

**Accurately labeled:** File names should be clear and easy to understand. Captions should provide a short, informative description of the video or image. Relevant metadata like keywords and copyright info should be included to improve searchability and attribution.

**Easy to access:** This could look like a link to a press kit, your company newsroom's image gallery or a Dropbox file (make sure the permissions are set up correctly).

- Don't attach large files to an email pitch. According to 7% of journalists, attaching files to a pitch rather than providing a link can land you on their blocked list, so better safe than sorry!
- If including a link as a call-to-action, make it clear where the link is taking the journalist: "Download high-res images/videos here:....," for example.

## Photo Best Practices

A single, powerful photograph can often convey more emotion and information than paragraphs of text, making it an indispensable asset for journalists.

**Follow these strategies for capturing and preparing still images that resonate with journalists, influencers and their audiences.**



**Tell a story:** A reporter or news consumer shouldn't have to read a paragraph-long caption to understand what's happening in the photo. It should be able to tell the story on its own.

**Provide variety:** If it makes sense, include a variety of angles or compositions for journalists to choose from. This could work for a major product launch, conference recap, survey results, etc.



### **Include a human element:**

Photos with people are just more engaging. If possible, provide images of real people using your product or services, attending your event, or in the environment you're describing.

- **Action!** Static images can be boring, so show movement, emotion or an activity if it's logical for your announcement.

**Be professional:** Avoid dark, blurry or out-of-focus images. Make sure they are crisp, well-lit and that any text in the image is easy to read.

**Don't overlook resolution and file types:** Aim for at least 300 dpi (dots per inch) for print and a generous pixel dimension (e.g., 2000-3000 pixels on the longest side) for digital use.

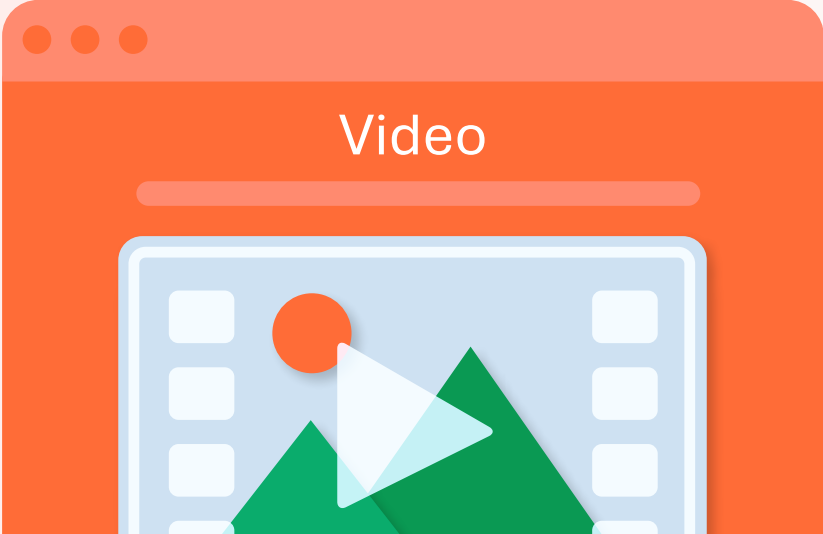
Video Best Practices

While a reader or journalist can quickly glance at a photo to get an idea of the story, videos require more commitment, so it's critical that they are high-quality and clearly communicate the key message. But the payoff from extra time spent creating a video is well worth it. A video, when it works well, can bring your story to life, engage and immerse audiences, and provide rich, dynamic content for media outlets.

If you aren't utilizing video as part of your PR strategy, you could be leaving a large audience behind. According to the 2025 Digital News Report from the Reuters Institute, around a third (31%) of audiences globally say they prefer to watch the news online rather than read it (that percentage grows for audiences aged 18-24).



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## To produce a successful video, these features should be top of mind:

**Concise:** Given the heavy workloads of journalists, they are more likely to watch a short video (30-90 seconds). If you have a longer version, consider making a short video with the highlights to include in your pitch or press release and providing a link to the longer one.

**Focused:** Make sure the video isn't rambling and focuses on getting the key message across to the audience. This is critical to keeping their attention.

**High production:** Poor audio renders a video essentially unusable, so use good microphones. Use a tripod to ensure stable shots and make sure any interviews, environment shots or product imagery in the video are well-lit. Smooth transitions and even pacing also factor into the production value.

**Variety:** Provide B-roll footage of your product, office or event, for example, in the company mediaroom. For outlets creating their own multimedia packages, this can be incredibly valuable.

**Subtitles/Transcripts:** Subtitles can improve the accessibility of your video and allow for easy viewing for a journalist watching it without sound. Transcripts are also appreciated and give journalists a verbatim record of the material in the video.

**Shareable:** Hosting your video on platforms like YouTube or Vimeo makes it shareable and embeddable. If you're including it in a pitch email, provide a direct link to the video.

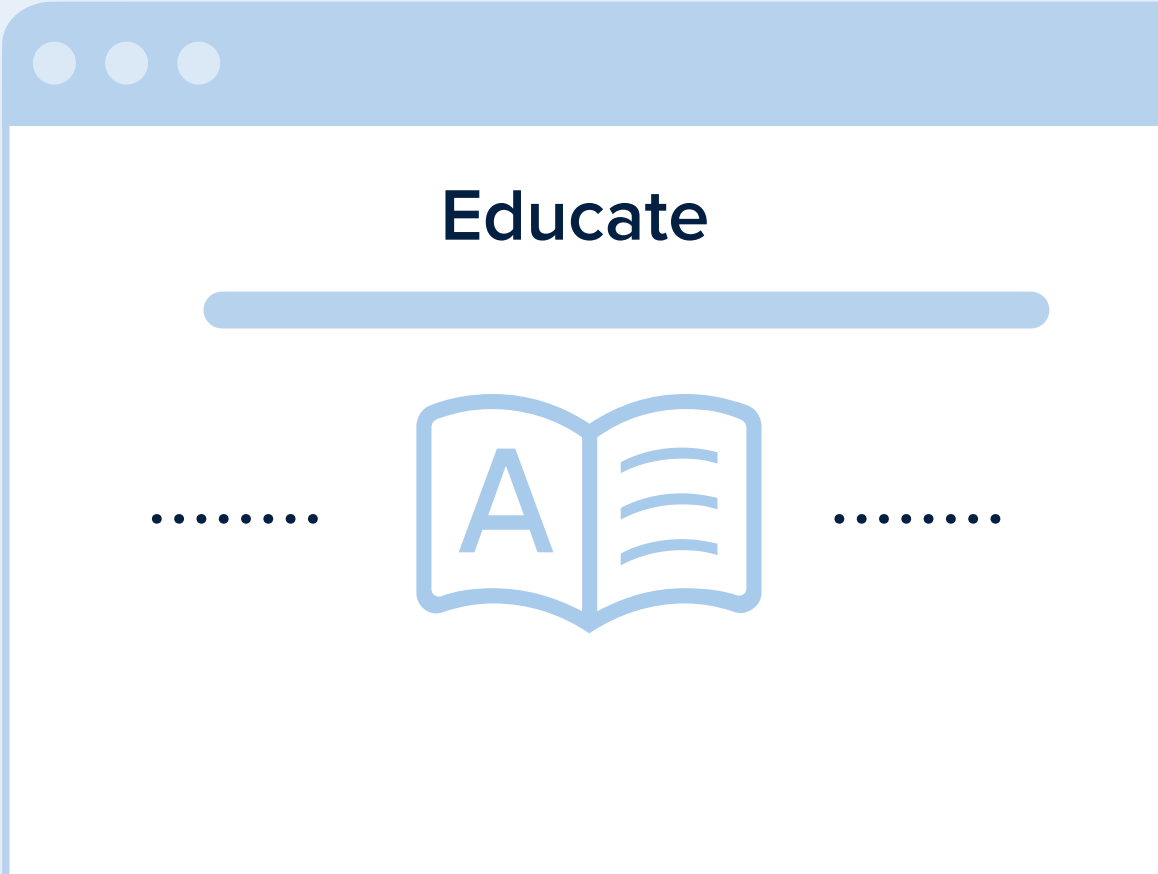
- If the video isn't hosted on a platform, MP4 is generally the preferred format due to its compatibility and compressibility.

# Multimedia Content Creation

## Do's and Don'ts

The decision around whether or not to outsource the creation of multimedia content for PR purposes will vary depending on the organization, its communications objectives and its resources. Whether you choose a DIY route, utilize an internal design team or work with a third party, it's in PR and comms professionals' best interests to learn as much as they can about what constitutes quality as they evaluate multimedia content prior to including it in a release or as part of a campaign.

**Consider these multimedia do's and don'ts.**



## DO: Focus on the Core Message

First, consider your reason for creating the multimedia content—to support the story in an email campaign, blog post, press release, etc. The information you share in your visual should closely align with the accompanying text. Be sure the terms, structure and tone are consistent to provide cohesive support to your written story.

Keep your audience's limited attention span focused by narrowing your visual scope to the core of your message. Your ultimate goal should be to clearly convey one idea. If there are additional thoughts and ideas that you want to include, consider the following options:

- Perhaps a single infographic is not the best visual solution for your message. Similar but equally strong ideas might benefit from their own separate graphics. Why squish everything into one, when you can create an engaging series?
- For complex stories, a video might be a better fit to get your message across. Or, to unify a series of infographics, consider creating a Slideshare presentation and/or a PDF.



YOUR  
ULTIMATE  
GOAL:



Clearly convey  
one idea

## DO: Brainstorm and Consider All the Format Options

"The problem is there's nothing particularly visual that could be used with this press release," someone on the team might say when the subject of multimedia comes up. The same thing can happen in newsrooms, but talented art directors and page designers always seem to figure something out. In many journalism schools, students are now urged to think of some kind of multimedia content for every single article they produce.

PR should adopt a similar mindset in order to maximize engagement with their releases.

**Here's a list to help you get started—see which ones may be overlooked in your organization's communication efforts:**

**Screenshots:** These are easy to make using basic desktop commands and could include images of products, web portals, cover pages of other assets like white papers or even slides from a presentation.

**Visualized Quotes:** If you have a strong quote from an executive, draw attention to it and increase the impact with an on-brand font, a bold color in the background or maybe some related stock imagery.

**Charts and Graphs:** Journalists love data—30% used data visualizations or infographics provided by PR teams in their content last year according to Cision's annual report. A simple export from Excel or Google Sheets into one of the many templates available makes it easy to highlight key figures and trends. Take it a step further by using a data visualization tool. Popular options include Google Charts, Tableau and ChartBlocks.

**Infographics (or Infobites):** While traditional, large infographics are still engaging, sometimes all you need is one or two statistics and some explanatory text. These give reporters something that can easily be

a callout on their article page or a graphic to share with a link to their story on social media.

**User-generated content:** Are real people already sharing their opinion about something related to the topic of your news on X, YouTube or elsewhere? Many platforms have an option (usually referred to as "Embed" near the "sharing" buttons) that allows you to drop a post into a document to drive home the newsworthiness of your story.

- **But be careful!** Just because your brand or a related news story is mentioned, it doesn't give you free rein to use a post in your content. Know the [rules for user-generated content usage and permissions](#) to avoid a potential legal and reputational mess.

DON'T: Force Reporters to Act Like Art Directors—or Lawyers

One of the most common requests communicators tend to get—and usually without a lot of notice—is for a higher-resolution version of multimedia content to be used in a reporter’s story.

Even in newsrooms that are “digital first” or which have abandoned print altogether, resizing low-res images runs the risk of something too pixelated or warped to be of any real use with a story. Consider having multiple options available, given that what might work on a webpage might need to be changed for use on social media or one of the other platforms on which a media outlet is active.

Of course, all multimedia must be yours or free and properly licensed. Before submitting multimedia that is not yours, understand [the rules and laws for using images](#).



High resolution



Large format for easy re-sizing



Properly licensed for media use



DO: Make Use of All the Free and Beginner-Friendly Tools Available

Remember the days when, if you needed to design a new web site, you had to engage with a dedicated third-party team that developed everything from scratch?

Of course, some web site development still requires that level of investment and expertise, but for the average blog or microsite, services like Wix, Squarespace or WordPress make changing the look and feel of your navigation as simple as pressing a button.

The same is true for many kinds of multimedia content that once proved highly challenging for resource-strapped teams.

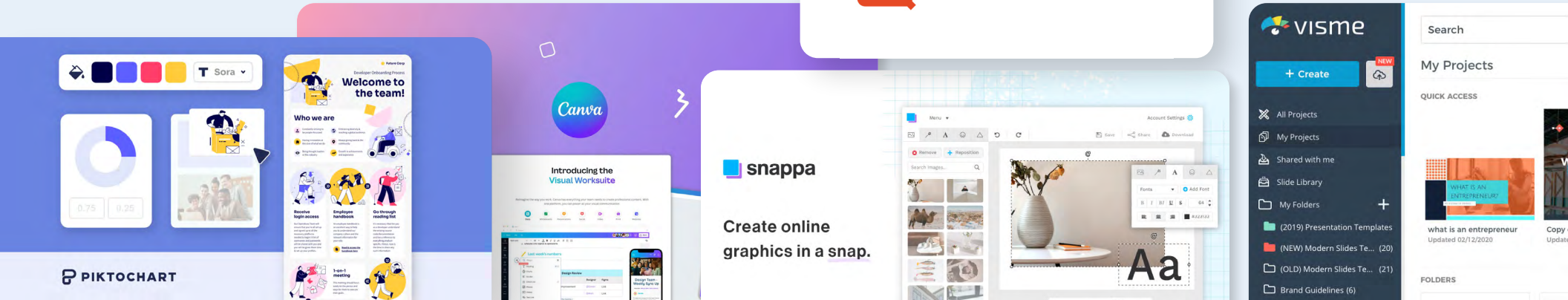
Look for tools that make it possible to develop professional-quality images, infographics and even videos no matter your skill level. For example:

- Canva
- Visme
- Snappa
- Piktochart
- CapCut
- Movavi Video Editor
- Clipchamp



**Pro tip:**

Bookmark sites like **CreativeBlok** that frequently look for new tools and review them for professional and casual users.



## DON'T: Make Anyone Strain to Hear What's Happening Onscreen



Even the simplest videos are likely to bring the inner Steven Spielberg out of anyone. We all have opinions on what makes for compelling content on camera, whether it's a complete aversion to “talking head” clips or thoughts on the video length (although most seem to agree that **shorter is better**) and how to light the video.

From a quality standpoint, however, there's one critical element that is not to be overlooked. If people can't hear what's going on in the video, they won't watch it. Period. Even a dimly-lit, slightly blurry video is more watchable if what's being said—the story being told—is audible.

Make sure anyone on camera is mic'ed. Check the sound, check it again and then again after you've done a take. Consider transcribing the audio and making it available as captions. This is particularly beneficial for those watching the video without sound and for **meeting general accessibility requirements**. While video is obviously a visual form of multimedia content, audio quality cannot be sacrificed. Ever.



## DO: Be the Brand Enforcer

Multimedia may be a different form of content than text, but the underlying tone and approach toward your audience should be as familiar in a photo, video or infographic as your organization or client's press release or blog post.

Do the colors or other attributes fit in with the rest of the brand's palette or do they clash? Does the font resemble what consumers or investors would see on the company's blog, white papers or other content assets? The best branded multimedia content should adhere to the core look and feel of the company's aesthetic.

Does the way the branding is displayed—from logo placement to the use of company URLs and other details—support business objectives? For instance, it may make sense to have all videos end with a link back to the same area of a web site.



### Bottom line:

**While multimedia offers the chance to get creative with your assets, it's important to stay aligned with your company's set branding standards.**

# Multimedia Content Distribution

If you put in the effort to craft a compelling photo, video or infographic and no one sees it, it's like the proverbial tree falling in a forest. To achieve any kind of impact, you need an audience.

Or, to put it another way, content may be king, but reach is the kingdom. The litmus test for any multimedia created by PR and comms teams is what happens once it gets paired with a distribution platform that will get it in front of the editors, reporters and influencers who are constantly looking for new story ideas and editorial opportunities.

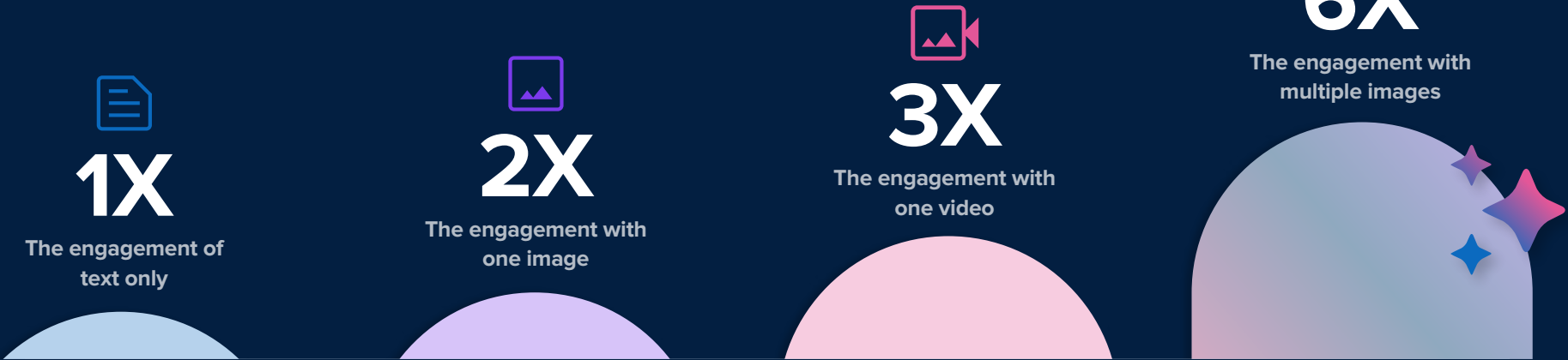
There are several paths to carrying your multimedia through every stage of the story's journey, across various channels.

## Enhance a Press Release

The **2025 State of the Media Report** found that 20% of journalists are more likely to pursue a story if it includes multimedia. And **PR Newswire's research** shows that including multiple multimedia assets with your release can generate **six times the engagement** of a text-only press release.

By including multimedia with your press release, you can tell a compelling story in a visually engaging way with assets that follow your press release everywhere it goes.

Make your story stand out and build deeper connections with your audiences by providing multimedia content—videos, photos, infographics, PDFs and audio clips—with your press release.



Showcase Your Story with a Branded Landing Page



Multimedia is essential to an impactful press release

To build on what we said above, **multimedia is essential to an impactful press release**. But how do you take that single press release to the next level?

By working with the dedicated team of designers and project managers like those in PR Newswire’s Content Services division, you can transform your standard press release and multimedia into a **Multichannel News Release**, a visually-compelling, branded landing page that garners 10K guaranteed views.

10K

Guaranteed views from Multichannel News Release

These custom-built pages combine paid, owned and earned media strategies to drive engagement and promote content. In addition to a full wire distribution, reap the benefits of up to six multimedia assets, video distribution, targeted influencer lists and a custom call to action.

A Multichannel News Release provides a comprehensive, turnkey solution for elevating your press release, guaranteeing visibility and driving measurable results across all your communication channels.

Guarantee Views with a Social Video

Marketers report that short form video delivers the highest ROI, according to research from **HubSpot**. The power these assets have to instantly capture attention in a fast-paced digital environment makes them a valuable form of multimedia that shouldn’t be overlooked.

Over the years, social media platforms have shifted their algorithms to prioritize video in

their feeds. This has contributed to a large jump in social video consumption—which has grown from 67% in 2020 to **75% in 2025**.

The PR Newswire Content Services team can transform your content (think press releases, blogs or original research reports) into a 30-45 second video built for grabbing attention and driving engagement.

Get as many as 250K guaranteed views with a professionally designed **video curated for social media audiences** that can amplify your brand’s reach, drive organic discovery and build stronger connections with your target audience.

250K

Guaranteed views with Social Video

Strengthen Social Media Posts

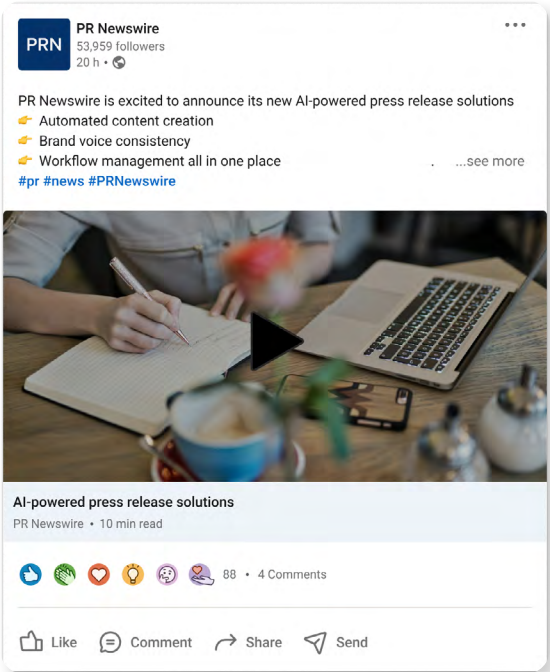
It’s important to factor multimedia into your shared media strategy, as posts with engaging images and short-form videos are more likely to be seen and shared. In the endless scrolling of social media feeds, high-quality, visually appealing assets are going to pique interest and grab attention.

To make social sharing even easier for readers, SocialBoost – exclusively available through PR Newswire and powered by SoSha – enables communicators to control the message by providing pre-drafted, optimized social post copy (complete with engaging multimedia assets) for the press release. And to help you save time and perfect your social post copy, SocialBoost’s AI features can generate engaging posts for you that are optimized for each social network.

[Learn more about SocialBoost](#) and how it can amplify social sharing of your story by **up to 100 times** while allowing social posts to stay true to your brand’s message.

100x

As much as 100X social shares with SocialBoost



# Conclusion

Effective multimedia is not something that should exist in a silo or as a last step before distributing a press release. If you take away nothing else from this guide, hopefully the ideas and best practices we've shared here have driven home the point that multimedia is a must-have for PR campaigns and should be conceived as early in the process as possible.

When photos, videos and infographics are developed with the same care and attention that is typically invested in everything that's written and edited in the press release, media pitch or social media post, you are more likely to engage readers and improve the chances of journalists integrating your multimedia as key elements in their coverage.

The expectation and demand for visual storytelling will only increase as usage of streaming services and social networks become more deeply entrenched in everyday life. As their resources become more constrained and the pressure to drive engagement continues to grow, journalists will continue to depend on multimedia assets to arm them with ways to flesh out their stories in a manner that brings value to their audience.



**Demand for visual storytelling  
will only increase**

## Partner with PR Newswire to Elevate and Amplify Your Story with Multimedia

Reach the audiences who matter most with the world's largest and most trusted press release distribution provider.

**Get in Touch**

# About PR Newswire

PR Newswire is the industry's leading press release distribution partner with an unparalleled global reach of more than 440,000 newsrooms, websites, direct feeds, journalists and influencers and is available in more than 170 countries and 40 languages. From our award-winning Content Services offerings, integrated media newsroom and microsite products, Investor Relations suite of services, paid placement and social sharing tools, PR Newswire has a comprehensive catalog of solutions to solve the modern-day challenges PR and communications teams face. For 70 years, PR Newswire has been the preferred destination for brands to share their most important news stories across the world.

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