


# Get Social

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We post your stories on Facebook, Twitter and other social media web sites.



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Like Share ...

**NAPS (North American Precis Syndicate)**  
March 6 at 2:10pm · 🌐

VCA - Pet Health

Eighty-five million American households have dogs or cats. When cancer or other illness strikes, they want the best for...

YOUTUBE.COM

Like Comment Share

Send Message

People

523 likes  
8 visits

People Also Like

- UnpublishedOttawa.com  
Computers & Internet Website
- 95.5 WFMS  
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**NAPS (North American Precis Syndicate)**  
March 5 at 5:52am · 🌐


Delicious Ideas For Adding Healthy Sweet Potatoes To Your Daily Cooking Repertoire  
<http://www.napsnet.com/articles/72998.html>



**FABULOUS FOOD**

(NAPS)—Sweet potatoes are trending and are all the rage—as they should be! One medium California sweet potato has only 105 calories and 0g of fat, yet this versatile veggie contains more than 80 nutrients including protein, manganese...


NAPSNET.COM



**N.A.P.S.**  
@NAPSnews

Tweets 9,827 Following 2,552 Followers 2,261 Lists 3


**N.A.P.S.** · NAPSnews · Feb 27  
VCA - Pet Health: [youtu.be/782ygc3f7a](https://youtu.be/782ygc3f7a) via @YouTube




**VCA - Pet Health**  
Eighty-five million American households have dogs or cats. When cancer or other illness strikes, they want the best for them. A problem, says VCA medical onc...

youtube.com

**N.A.P.S.** · NAPSnews · Feb 26  
When your #skin feels #dry, #rough and #raw, a #lotion made with #honey can #soothe and smooth it again. #unfilteredhoney #recipe #handlotion #cuticlecream #hairconditioner #AuntSue's #dryskin bit.ly/2CJqdu6



 **Pinterest** Search for easy dinners, fashion, etc.

Sign up

Login

## North American Precis Syndicate (NAPS)

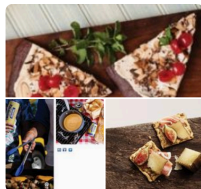
169  
Followers

7  
Following

[www.napsnet.com](http://www.napsnet.com)  
NAPS distributes releases for most Fortune 500 companies, over 150 associations, many government information offices and more than 100 PR firms.



Boards Pins Tries



**Food & Recipes**  
434 Pins



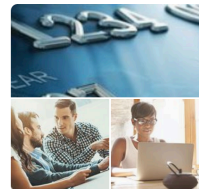
**Home**  
570 Pins



**Entertainment**  
123 Pins



**Health**  
958 Pins



**Personal Finance**  
515 Pins



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**naprecis This Week's New Stories:**

- ◆ Four Tips On Getting A Second Home @realtordotcom
- ◆ Be Prepared For Whatever Nature Throws At You #stonercare
- ◆ Drones Give Kids A New View On Science @nationalidh
- ◆ Three Surefire Signs That It's Time To Have 'The Talk' With Tabby #tenmovement
- ◆ Make Head Checks A Weekly Habit At Home #vamosseilice
- ◆ Signs of a Well-Respected Real Estate Organization @century21
- ◆ Proactive Steps To Reduce Your Fall Risk @philips #lifeline
- ◆ Grilling Expert Shares Number One Tip For Tailgating Success @webgrills
- ◆ Easy Tailgating Tips With Hard Cider @angryorchard

50 likes

NAPS provides links for sharing to over 200 different social media web sites on all stories posted on [www.mynewstouse.com](http://www.mynewstouse.com).



News

Find Your News To Use ▾

Services

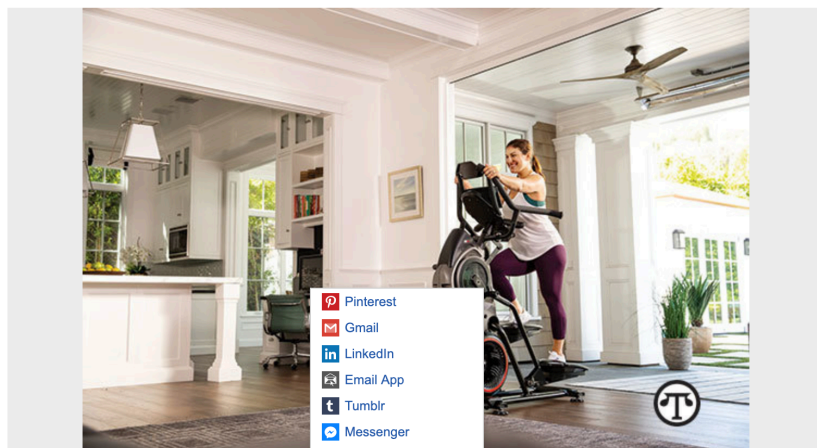
Learn More About Our Services ▾

Watch The Video

Watch-The-Video

FACT ON FITNESS

## Skip The Gym: Exercise At Home For Better Results

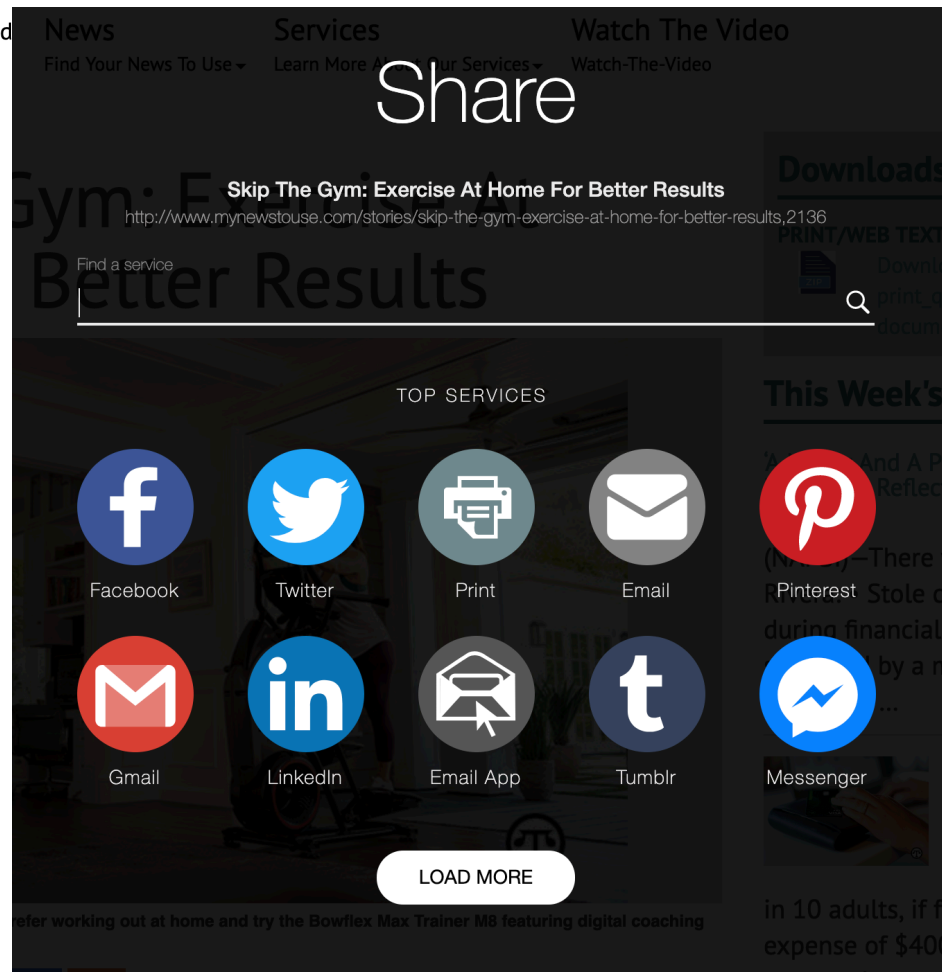


You can join the 52% of Americans who prefer working out at home over going to the gym, attending a group class or exercising outside. **Bowflex Max Trainer M8** featuring digital coaching technology.



(NAPSI)—If you prefer working out in the comfort of your own home, you're not alone. According to a recent survey conducted by Bowflex, 52% of people prefer to exercise privately at home over going to the gym, attending a group class or exercising outside.

Survey respondents were also honest in sharing that 59% were notorious for setting fitness goals and not following through. More than 67% said they want to see results of their efforts early on.



# Click To Tweet



*“When you swap homes with someone, you save a significant amount on accommodations. Those savings can add up to more fun, giving you a bigger budget to spend on things like attractions, activities, local events, souvenirs and dining. <http://bit.ly/2Fn2Uby>”*



Sign up ›

## What's happening?

When you swap homes with someone, you save a significant amount on accommodations. Those savings can add up to more fun, giving you a bigger budget to spend on things like attractions, activities, local events, souvenirs and dining. <http://bit.ly/2Fn2Uby>

Log in and Tweet

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## New to Twitter?

Get instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.

What is Twitter? [Learn more.](#)

Sign up



# Call To Action: Drive traffic to your social media pages

## Tailgating: A Sport For All Seasons

### Easy Twists On Entertaining A Crowd

Presented by

Twisted Tea Hard Iced Tea

(NAPS)—From at-home game day parties to parking lot tailgates, here are four entertaining "twists" on the standard tailgate that will keep the crowd cheering, whether you'll be watching football, NASCAR, baseball or soccer:

#### 1. Go beyond your usual crew:

Keep the group compatible and consider adding new friends to the mix to keep the conversation more interesting.

#### 2. Perk the party up with Twisted Tea:

Surprise your guests with an unexpected refreshing beverage with a kick: Twisted Tea. Twisted Tea Hard Iced Tea is a crowd-pleasing hard iced tea brewed with real tea leaves. With no carbonation and a 5% ABV, this twist on one of America's favorite refreshments goes down smooth and is less filling than



**Who knew a twisted take on queso could be so refreshing with the addition of Twisted Tea Hard Iced Tea?**

- ¼ cup Whole Grain Mustard
- 2 teaspoons Garlic Powder
- 4 Bratwursts

Pour Twisted Tea Hard Iced Tea into a saucepan on the edge of the grill. Whisk in mustard and garlic powder. Place bratwursts in broth and bring to a simmer; cook until heated through.

#### Twisted Cheese Dipping Sauce

- 1 cup Twisted Tea Hard Iced Tea
- 1 tablespoon Cornstarch
- ½ lb. Shredded Cheddar Cheese
- Hot Sauce (optional) to taste

Pour Twisted Tea Hard Iced Tea into a saucepan on the edge of the grill. Dissolve cornstarch in a small bowl with the Twisted Tea Hard Iced



## Learn More

To learn more twisted facts and tips, visit [www.TwistedTea.com](http://www.TwistedTea.com). Show how you #UnwindWithATwist at your Twisted Tailgate and follow Twisted Tea on Instagram , Twitter  and Facebook  @TwistedTea.

## Contest Corner

### Create The Car Of Tomorrow To Win Prizes Today

(NAPS)—The car you'll drive 12 years from now may be on the drawing board today. Will it be sleek and speedy? High tech and highly connected? Will it run on gasoline? Batteries? Fusion? Will it work underwater? Will it fly?

Whatever it is, it could mean a great opportunity for a talented high school student—perhaps one you know. That's because the sixth annual Drive for Design contest is on. It invites all U.S. students in grades 10 through 12 to design a Jeep® Wrangler for the year 2030.

#### The Contest

"The Drive for Design contest is a unique competition designed to help expose young artists to the various career opportunities in automotive design," explained Mark Trostle, Head of Performance, Passenger Car and Utility Vehicle Design, FCA North America. "This year, we are offering aspiring designers a once-in-a-lifetime opportunity to meet and work side by side with designers of some of the hottest vehicles on the road today." FCA is a member of the Fiat Chrysler Automobiles N.V. firm.



**A high school student today could win prizes for designing the car of tomorrow.**

the craftsmanship and beauty of vehicle design.

• Entry to the EyesOn Design Automotive Design Exhibition in Grosse Pointe Shores, Michigan.

### The Rules

Contest rules and information can be found at [www.FCAdrivefordesign.com](http://www.FCAdrivefordesign.com). Updates will be posted on the Drive for Design Facebook page ([Facebook.com/DriveForDesign](https://www.facebook.com/DriveForDesign)), the FCA US Facebook page ([Facebook.com/FiatChrysler.NorthAmerica](https://www.facebook.com/FiatChrysler.NorthAmerica)), Twitter (@FiatChrysler\_NA) and Instagram (@FiatChrysler\_NA) using the hashtag #DriveForDesign. Student entries must be submitted by April 27, 2018, via [www.FCAdrivefordesign.com](http://www.FCAdrivefordesign.com).

## America Salutes Its Veterans

### Join Fujitsu In Supporting Military Families



"LIKE" the Fujitsu General USA Heating & Cooling Facebook Page and Fujitsu will donate \$1 per "LIKE" to OPERATION HOMEFRONT

America's military and their families can benefit from a new social media campaign.

(NAPSA)—A new way to honor America's veterans and military families can be at your fingertips. That's because Fujitsu General America launched a Facebook campaign to help military families.

#### How It Works

A leading provider of energy-efficient heating and cooling systems for residential and commercial use it will donate \$1 to Operation Homefront for every "like" it receives on its Fujitsu General USA Heating & Cooling Facebook page.

Recognized for superior performance by leading independent charity oversight groups, 92 percent of Operation Homefront expenditures go directly to programs that support tens of thousands of military families each year.

Said Ando, "Armstrong... also need...

(NAPS)—A new way to honor America's veterans and military families can be at your fingertips. That's because Fujitsu General America launched a Facebook campaign to help military families.

### How It Works

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# NAPS dedicated YouTube channel for Consumer Science News & Notes

The screenshot shows the NAPSTV YouTube channel page. At the top is the YouTube header with a search bar and a 'SIGN IN' button. The channel banner features a golden statue of a person in a dynamic pose, with the text 'THE CONCORDE RECREATION CENTER' visible in the background. Below the banner, the channel name 'NAPSTV' is displayed with '701 subscribers' and a red 'SUBSCRIBE' button. The navigation menu includes 'HOME', 'VIDEOS', 'PLAYLISTS', 'CHANNELS', and 'ABOUT'. The main video player shows a video titled 'Consumer Science News and Notes Volum...' with a thumbnail collage and a progress bar at 0:01 / 23:46. To the right of the video player, the video title 'Consumer Science News and Notes Volume 213' is shown, along with '667 views • 5 months ago' and a description: 'Consumer Science News & Notes is an informative program from experts on your health, home, family, food and finances.' Below the video player, the 'Our Newest Videos' section is titled 'PLAY ALL' and displays four video thumbnails: 'Hints for the Home - Blanco' (1:01), 'Celebrating a Life - 1 800 Flowers' (0:31), 'Take Steps to Learn the Facts About Peripheral Artery' (0:31), and 'PROGRESS AGAINST CANCER' (1:01). To the right of the video player, the 'POPULAR CHANNELS' section lists 'The ACE Family', '5-Minute Crafts', 'CookieSwirlC', 'Linus Tech Tips', 'shane', and 'Tasty', each with a 'SUBSCRIBE' button.

YouTube

Search

SIGN IN

NAPSNET

60th Anniversary

NAPSTV  
701 subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Consumer Science News and Notes Volum...

Consumer Science News and Notes Volume 213

667 views • 5 months ago

Consumer Science News & Notes is an informative program from experts on your health, home, family, food and finances.

POPULAR CHANNELS

The ACE Family  
SUBSCRIBE

5-Minute Crafts  
SUBSCRIBE

CookieSwirlC  
SUBSCRIBE

Linus Tech Tips  
SUBSCRIBE

shane  
SUBSCRIBE

Tasty  
SUBSCRIBE

Our Newest Videos PLAY ALL

Hints for the Home - Blanco  
NAPSTV  
208 views • 5 months ago

Celebrating a Life - 1 800 Flowers  
NAPSTV  
48 views • 2 months ago

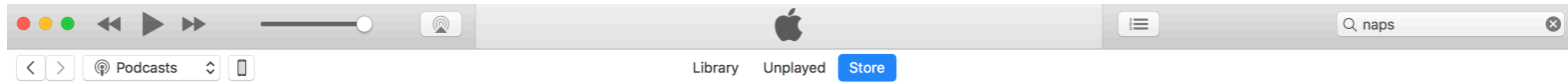
Take Steps to Learn the Facts About Peripheral Artery  
NAPSTV  
90 views • 6 months ago

PROGRESS AGAINST CANCER  
NAPSTV  
63 views • 6 months ago

[www.youtube.com/napstv](http://www.youtube.com/napstv)



# NAPS on iTunes Podcast



Podcasts > Business > NAPS Radio



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## LINKS

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### From the Provider

Radio NAPS: Radio Feature Releases are written, produced and distributed in one of our twice monthly mailings. Broadcasters receive CDs and paper scripts. MP3s and PDFs of scripts posted on our web site.

▲	NAME	TIME	RELEASED	DESCRIPTION	POPULARITY	PRICE
1	Planning Your Retirement	1 min	Mar 9, 2018	Planning Your Retirement	<i>i</i>	<a href="#">Get</a> ▾
2	What Your Brakes Are Telling You	1 min	Mar 8, 2018	What Your Brakes Are Telling You	<i>i</i>	<a href="#">Get</a> ▾
3	Reuniting Families	1 min	Feb 26, 2018	Reuniting Families	<i>i</i>	<a href="#">Get</a> ▾
4	Girl Scout Cookies: A Delicious Way To Help Girls Grow And Learn	1 min	Feb 26, 2018	Girl Scout Cookies: A Delicious Way To ...	<i>i</i>	<a href="#">Get</a> ▾
5	Know The Basics About Virtual Currencies	1 min	Feb 2, 2018	Know The Basics About Virtual Currenci...	<i>i</i>	<a href="#">Get</a> ▾
6	How To Help Sick Friends and Families	1 min	Feb 2, 2018	How To Help Sick Friends and Families	<i>i</i>	<a href="#">Get</a> ▾
7	Water Resources	1 min	Feb 2, 2018	Water Resources	<i>i</i>	<a href="#">Get</a> ▾
8	How To Keep From Killing Your Car	1 min	Jan 26, 2018	How To Keep From Killing Your Car	<i>i</i>	<a href="#">Get</a> ▾
9	Fitness Facts	1 min	Jan 5, 2018	Fitness Facts	<i>i</i>	<a href="#">Get</a> ▾
10	Hints For Homeowners	1 min	Dec 22, 2017	Hints For Homeowners	<i>i</i>	<a href="#">Get</a> ▾
11	Holiday Hints	1 min	Dec 22, 2017	Holiday Hints	<i>i</i>	<a href="#">Get</a> ▾
12	Navigating Cancer Care	1 min	Dec 22, 2017	Navigating Cancer Care	<i>i</i>	<a href="#">Get</a> ▾
13	News For Older Americans	1 min	Dec 22, 2017	News For Older Americans	<i>i</i>	<a href="#">Get</a> ▾
14	Fuel Your Life	1 min	Dec 8, 2017	Fuel Your Life	<i>i</i>	<a href="#">Get</a> ▾
15	Energy Saving Ideas	1 min	Dec 8, 2017	Energy Saving Ideas	<i>i</i>	<a href="#">Get</a> ▾
16	Safe Cooking Tips	1 min	Nov 22, 2017	Safe Cooking Tips	<i>i</i>	<a href="#">Get</a> ▾
17	What's In Your Well	1 min	Nov 22, 2017	What's In Your Well	<i>i</i>	<a href="#">Get</a> ▾
18	Have A Blueberry Happy Holiday Season	1 min	Nov 3, 2017	Have A Blueberry Happy Holiday Season	<i>i</i>	<a href="#">Get</a> ▾
19	Help Conquer Cancer	1 min	Nov 3, 2017	Help Conquer Cancer	<i>i</i>	<a href="#">Get</a> ▾
20	How A Young Man Can Improve His Future	1 min	Oct 22, 2017	How A Young Man Can Improve His Fut...	<i>i</i>	<a href="#">Get</a> ▾

# Facebook Boost

Get more people to like, share and comment on the posts you create on the NAPS Facebook page. Reach new people who are likely interested in your content but don't currently follow you on Facebook. Include a call-to-action button so you can drive people to take other actions like booking an appointment, signing up for a newsletter, getting in touch with your business and more. We can also provide amplified Instagram posts.



## Features of Boosted Posts:

- Targeted—shown to the audience of your choosing, based on things like location, interests and more.
- Many placements—shown on Desktop News Feed, Mobile News Feed and Instagram. Audience Network is available for boosted posts that use video.
- Customizable budget—select a pre-populated budget or set a custom amount, with a \$1/day minimum.
- Scheduling—choose from a custom duration (for example, seven days) or set a custom end date.
- Ad creative—will look just like the Page post it's based on. It will appear with a Sponsored label in the top-left corner and will have a call-to-action button in the bottom-right corner if you choose to add one.
- Access to insights—we'll provide the results and insights available in the Promotions tab.

# Google Search Ads

Be just a Google search away with a search ad campaign. Search ads appear next to Google search results when people look for products or services you offer. You only pay when people engage with your ad, like visiting your article on our website or calling your business.

## Easy as 1,2,3:

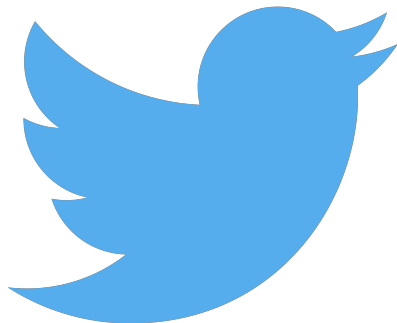
- Create your search ad, based on the post on our site.
- Locate your customers with key words, like the tag words for our blog post.
- Set your daily search ad budget and your ad is ready to go live!





## Promoted Tweets

- To reach a wider group of users or to spark engagement from existing followers. All Promoted Tweets are clearly labeled as Promoted when an advertiser is paying for their placement on Twitter. In every other respect, Promoted Tweets act just like regular Tweets and can be retweeted, replied to, liked, and more.



## Promoted Pinterest Pins

- Pick a Pin, decide who sees it, pay for engagements or visits, and track what is working.



# Outbrain Native Ads

Use paid ads to match the look, feel and function of the media format in which those appear. Those look like part of the editorial flow of the page. Expose the reader to your ad content in a nondisruptive way, without sticking out like a sore thumb.



Native ads have one or more of the following distinguishing features:

- The words “suggest post” or “recommended for you” or “sponsored.”

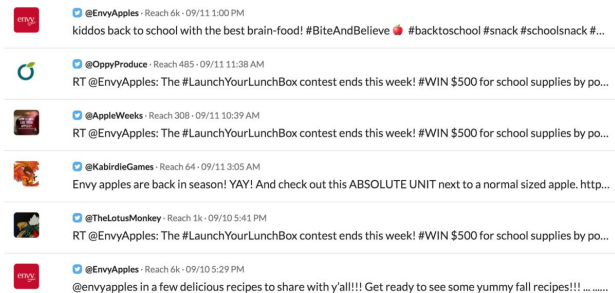
Three reasons marketers choose Native ads:

- Consumers look at native ads 53% more than display ads and create an 18% increase in purchase intent.
- Native ads fight “ad fatigue,” which is what happens when people get bored with seeing ads.
- Consumers know native ads are a form of advertising, but they don’t care! Those drive sales.

# Content Stream

It's most applicable to monitoring incoming content. It defaults to showing incoming content by most recent appearing at the top.

## Content Stream

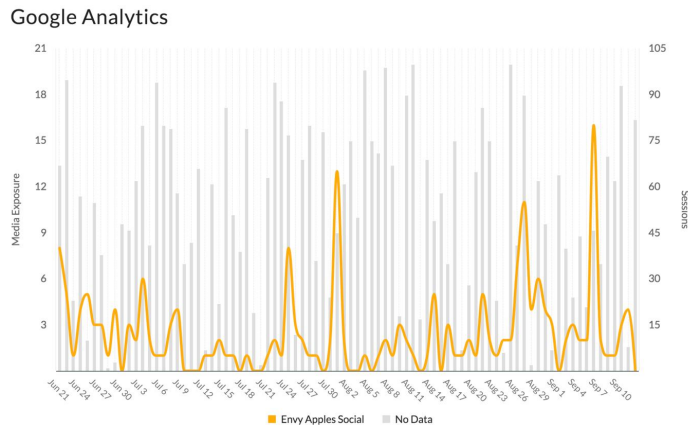


Jun 21, 2018 - Sep 12, 2018

The Content Stream widget displays clickable links to media coverage.

# Google Analytics

Widget helps you understand Web traffic brought to your website. By linking our content with your website traffic, we provide a clearer picture of what types of articles brought users to your site. Supported for News and Social Media content.



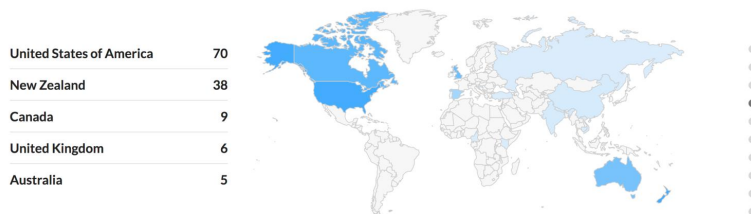
Jun 21, 2018 - Sep 12, 2018

The Google Analytics Widget shows web traffic vs volume of media coverage.

# Heat Map

A way to measure the prevalence of content on a global level. Differing from Top Locations, this shows all locations and the presence of your relevant content there. For some countries, we offer the ability to drill down to a subregion level, prioritized based on the amount of subregion data we have.

Heat Map



Jun 21, 2018 - Sep 12, 2018

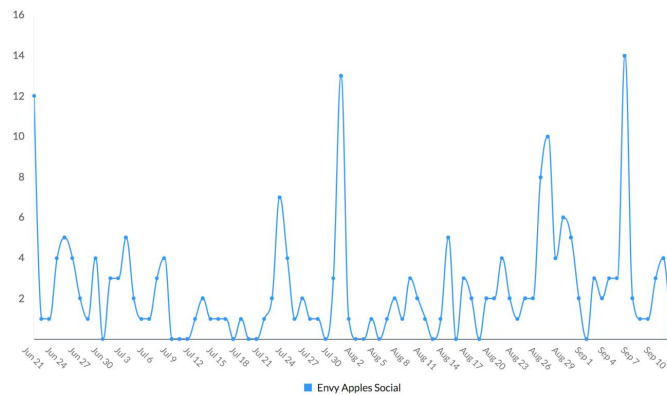
The Heat Map widget provides insight into how media coverage is broken down by country.



# Media Exposure

The most widely used widget in our application. It displays the volume of content in a particular time period for your search.

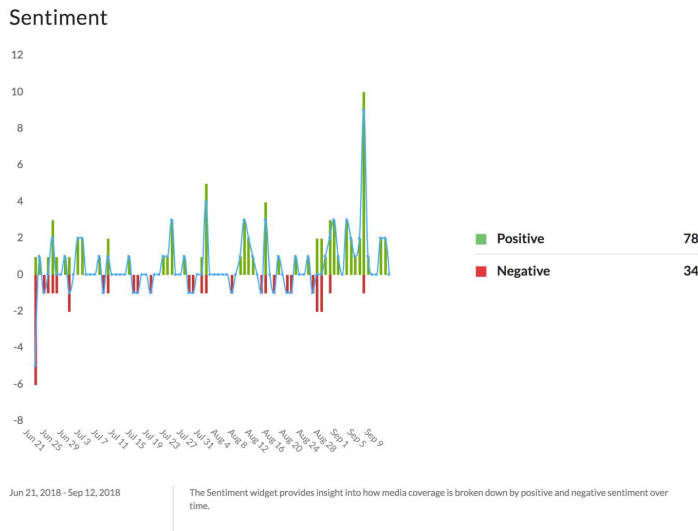
Media Exposure



Jun 21, 2018 - Sep 12, 2018

The Media Exposure widget provides insight into how media coverage is trending over time.

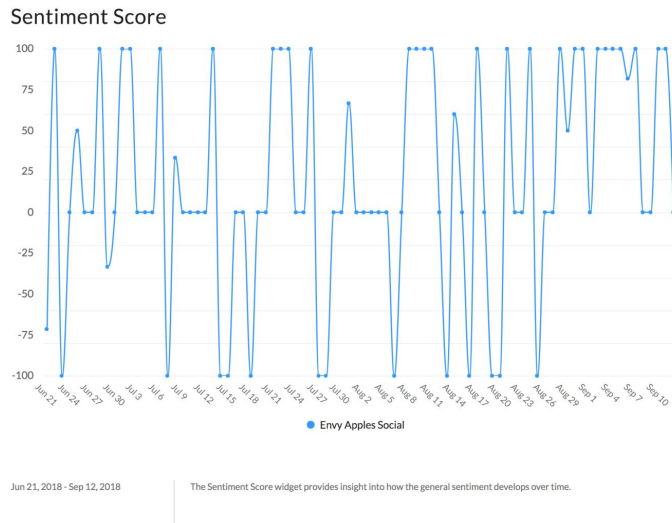
# Sentiment



This provides a look at each document and boils the article's tone into either positive, negative or neutral. It helps give context to the article and, holistically, provides an overview as to the tone of your search, your brand, or relevant topics to you.

**Pro Tip** We support nearly 20 languages that we can determine a sentiment for.

# Sentiment Score



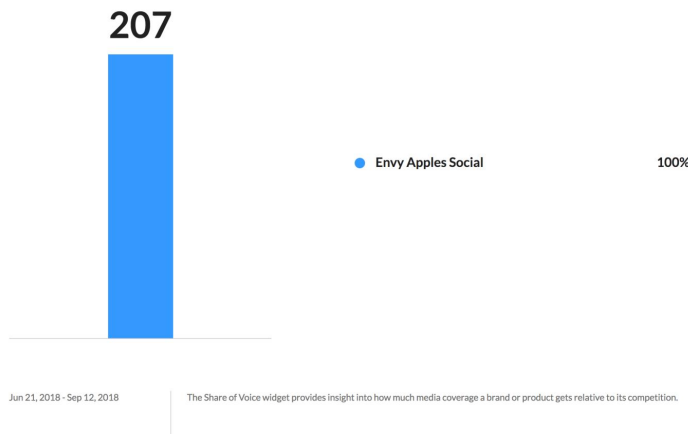
A way to boil your sentiment down to a single number. It sums the percent of positive articles against the negative articles, ignoring “neutral” articles.

**Pro Tip** For example, if half of your articles are positive, and the other half are negative, expect a score of  $\langle 0 \rangle$ . Whereas if all are positive, expect a score of  $\langle +100 \rangle$ .

# Share of Voice

For all intents and purposes, it's the same widget as Media Exposure, but used primarily for multiple inputs. It should be used to compare you vs. yourself (for instance, country vs. country breakdowns) or you vs. your competitors (Tesla vs. Mercedes vs. Audi).

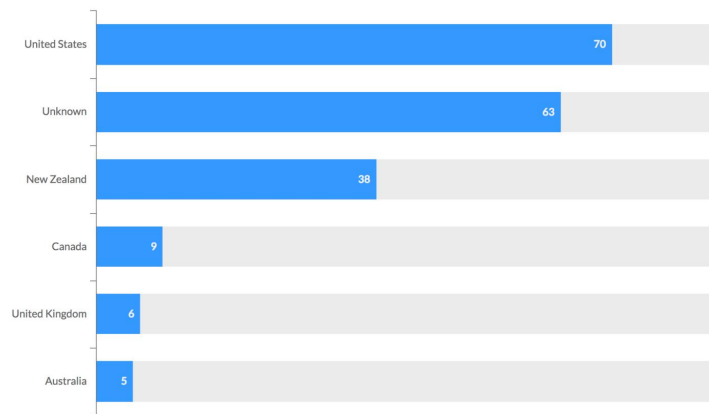
Share of Voice (SOV)



# Top Locations

Which countries wrote the most articles about your brand? Some may be straightforward, but some may be surprising. Discover how far-reaching your brand resonates and whether your cross-country campaigns are gaining traction within the top locations that are displayed.

Top Locations



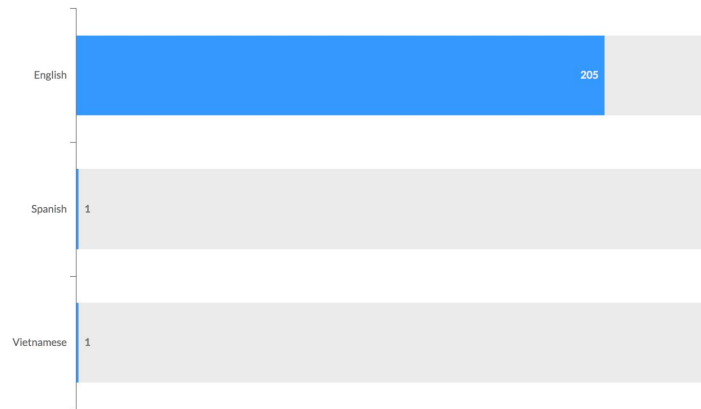
Jun 21, 2018 - Sep 12, 2018

The Top Locations widget provides insight into how coverage is broken down by country.



# Top Languages

Top Languages



Jun 21, 2018 - Sep 12, 2018

The Top Language widget provides insight into how coverage is broken down by media outlet.

With over 50 languages detected, it's easy to find what the top languages are discussing your brand. It can be used as a possible alternative to Top Locations and perhaps a different measure to track global mentions as to how your campaign is gaining traction.