

Showing Up to Stand Out: Summer PR That Connects



This summer, PR isn't just about press releases, it's about **presence**. How are you showing up in your community, both online and IRL? From farmers markets and fundraisers to rooftop mixers and ribbon cuttings, strategic appearances can make your brand unforgettable.

We'll explore how small businesses can craft a **seasonal PR plan** that blends media outreach, social proof, and in-person presence to elevate visibility and trust.

1. Event-Based PR: Be Where the People Are

- Which local events align with your brand?
- How to show up meaningfully (sponsorships, booths, speaking, activations).
- Maximize content: Photos, reels, and tags to extend your reach beyond the event.

2. Become a Local Source

- Reach out to local news outlets or community blogs about your area of expertise.
- Offer seasonal tips or insights — "How small businesses are adapting to ____ this summer."
- Position yourself as a *go-to* voice.

3. Partner Up for Cross-Promotion

- Host or co-sponsor summer events (block parties, pop-ups, walkathons).
- Tap into shared audiences with collaborative content or giveaways.

4. Summer Storytelling on Social

- Lean into visual storytelling: behind-the-scenes, meet the team, sunlit product moments.
- Share local love: Tag community partners, locations, and summer rituals.
- Pitch your story to local media with a seasonal hook (e.g., "How we turned the summer slowdown into a growth strategy").

5. Prepare for Press & Networking Opportunities

- Have your media kit ready: Bio, headshots, logo, contact info, 2-3 sample pitches.
- Monitor seasonal trends or local stories you can chime in on — timing is everything.

What *non-traditional PR moves* have worked for your business?

- Guerrilla marketing stunts
- Participating in event sponsorship or volunteering
- Hosting a media-friendly photo op or award ceremony

Check out these awesome resources:

- [Help a Reporter Out \(HARO\)](#)
- [Eventbrite – Local Event Listing](#)
- [Muck Rack – PR Pitching Tool](#)
- [Canva Media Kit Templates](#)