



Press Release Post-Distribution Checklist

Use this after your release goes out so the story keeps working beyond distribution day.

Release: _____

Distribution date: _____

Owner: _____

1. Verify the release

- ☐ Confirm the release is live through your distribution provider.
- ☐ Check headline, dateline, company name, boilerplate, quote attribution, and media contact details.
- ☐ Test every link, landing page, phone number, and tracking URL.
- ☐ Save the final release copy, images, approvals, and distribution report in one folder.

2. Capture pickup and coverage

- ☐ Export or save the pickup report from your distribution dashboard.
- ☐ Create a simple tracking sheet with outlet name, URL, publish date, and notes.
- ☐ Flag the most relevant trade, local, industry, and customer-facing placements.
- ☐ Save screenshots or PDFs of the strongest pickup links for future proof and sales use.

3. Share the news on owned channels

- ☐ Post the release or a plain-English summary in your website newsroom or blog.
- ☐ Create tailored social posts instead of copying the release word-for-word.
- ☐ Send a short internal recap to leadership, sales, support, and customer-facing teams.
- ☐ Give your team two or three talking points they can use in real conversations.

4. Follow up with care

- ☐ Build a short list of journalists, editors, podcasters, or trade writers who may genuinely care.
- ☐ Send a brief, useful follow-up that explains the audience angle - not just that you issued a release.
- ☐ Prepare supporting assets: images, headshots, quotes, company background, customer examples, and data.
- ☐ Watch the media contact inbox and phone number so you can respond quickly.

5. Measure and decide what comes next

- ☐ Track referral traffic, branded search, relevant backlinks, inquiries, demo requests, and media replies.
- ☐ Compare the results with the original goal for the release.
- ☐ Note what worked, what missed, and what you would change next time.
- ☐ Choose the next move: pitch, case study, blog post, webinar, customer email, or follow-up release.

Notes and next step
