

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

March 12 – March 19, 2021

Earned media placement highlights  
**324M+ IMPRESSIONS**

Social reach Highlights  
**17M+ IMPRESSIONS**



## 15 Best Things to Do in Puerto Rico



"Whether you're a city person or a country person, a beachgoer or a hiker, an art lover or an adventurer, Puerto Rico has something – many things, in fact – for your every desire and persuasion."

Date: 3/18



## Puerto Rico Enacted Strict Covid Measures. It Paid Off, and It's a Lesson for the Mainland.

"Puerto Rico used curfews and rigorous sanitary measures, and the pandemic was never politicized. It saved lives — and its health care system."



Date: 3/15



## IAEE Celebrates Successful Virtual Expo!



"Virtual and hybrid events have certainly filled a void for our industry during 2020 – allowing us the ability to connect safely in many ways." – Deborah Cohen, CMP of Discover Puerto Rico

Date: 3/15

## 7 Caribbean Cocktails That Are Easy to Make at Home



"The Puerto Rican cocktail, which was invented at the Caribe Hilton hotel in San Juan in 1954, has become a staple for locals and visitors alike."

Date: 3/15

# UPROXX

## Bartenders Shout Out the Beers They're Drinking for St. Patrick's Day

"I enjoy a cold Guinness literally any day (especially St. Patrick's Day), which is a must for some of us." – Francisco Fonseca, bartender in Puerto Rico"

Date: 3/17

## Fully Vaccinated, Here Are the 9 Trips I'm Planning this Year



"We'll need a negative PCR test taken within 72 hours of arrival to avoid an otherwise-mandatory quarantine, but there's no test required for our flight back to the mainland since it's a domestic trip."

Date: 3/18

