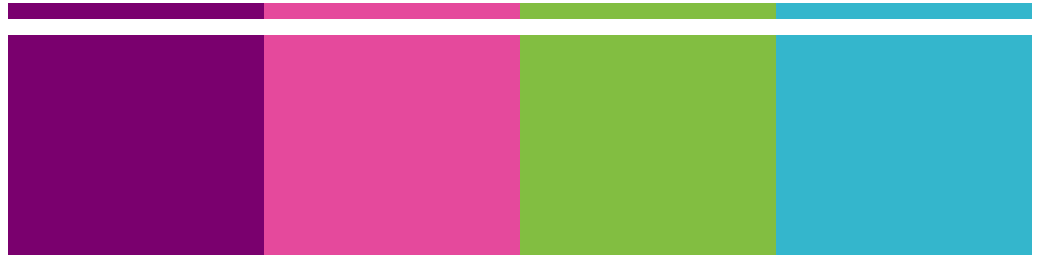
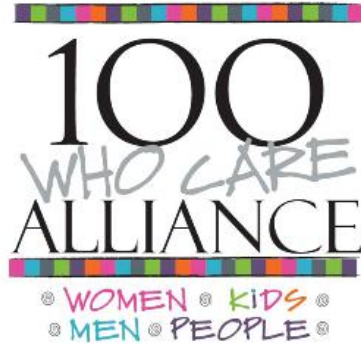


Expanding Our Message



Overview

COMING UP





OVERVIEW

Overview

1

Press Release

Social Media

Collaboration

Contact

The Press Release

- Why use a press release?
- Points to consider before issuing a press release
- Anatomy of a press release
- How to distribute

Social Media

- Which network is right for you?
- Basic Setup
- How to connect with media and the community

Collaborate

- Work together to brainstorm new ideas

The Press Release

WHY USE A PRESS RELEASE?

Overview

Press Release 2

Social Media

Collaboration

Contact

A press release serves as a statement to the media announcing a newsworthy event.

- ✓ Newspapers
- ✓ Magazines
- ✓ Online News Sources
- ✓ Blogs





POINTS TO CONSIDER BEFORE ISSUING A PRESS RELEASE

Overview

Press Release 2

Social Media

Collaboration

Contact

- ✓ Is it newsworthy?
- ✓ Who is your audience?
- ✓ Is there a specific writer at the publication who writes similar stories?
- ✓ If you're writing about an upcoming event, will you meet publication deadlines?
- ✓ Do you have quotes or photos to liven up the story?
- ✓ Do you have the time to follow-up personally once you've sent the release?



ANATOMY OF A PRESS RELEASE

Overview

Press Release 2

Social Media

Collaboration

Contact

There are several components to a press release.

- ✓ The embargo – is it for immediate release?
- ✓ An attention grabbing headline
- ✓ The first paragraph should answer at least one of the 5 Ws... and the H
- ✓ Body should answer the remaining Ws – don't use jargon or acronyms
- ✓ Boilerplate – Start with “About Chapter Name” and provide a short summary about you Chapter and provide contact information
- ✓ End with your web address or URL for your Media Kit (if you have one)

Tip: Write your headline after you've written the entire press release



PRESS RELEASE FORMAT

Overview

Press Release 2

Social Media

Collaboration

Contact

Now it's your
turn!

Pick a
headline

Share your
boilerplate

Your 60-80 Character Headline Goes Here in Title Case, Not All Caps

Although it's optional, your sub-head can go here in sentence case

CITY, State, Dec. 25th, 2014 (PRNewswire) – Your lead, consisting of strong 5W content kept short, sweet, and interesting, should start off the body of your release – all of your most important information should be here. Keep it to a sentence, maybe two. If your lead summarizes the entire release, you're gold.

Now you move on to the body of your release. Remember the inverted pyramid. Each paragraph should consist of three to six sentences written in the third person. The average press release consists of 500 words or less. This press release template consists of about 300 words.

"A great press release should include a great quote from a company executive or industry expert," says eReleases President Mickie Kennedy. "An important thing to know about quotes is that the media generally won't use them unless they are evocative, fresh or state something in a way that would be very difficult to paraphrase."

A press release can be used to announce a new or updated product. Other press release topics can include a partnership with a company or organization, as well as being issued an industry award. For additional press release topics, visit: <http://www.ereleases.com/prfuel/press-release-topic-ideas/>. As you just saw, you may include a url in your press release.

Optional Boilerplate

A boilerplate is a short paragraph that explains the identity of a company and what it does. Think of boilerplates as a thumbnail sketch of your company that provides a little background information to the press. Once you've written a boilerplate, you can use it in all of your press releases.

Contact:

Name and Title of Media Contact

Company Name

Contact Phone Number

Contact E-mail

Website URL

###



Overview

Press Release 2

Social Media

Collaboration

Contact

DISTRIBUTE YOUR PRESS RELEASE

Get your press release to the press!

- ✓ Look for publications that target your demographic
- ✓ For larger publications, look for a Community or Human Interest section
- ✓ Find similar articles and get the contact information for that reporter
- ✓ Check to see how they wish to receive press releases
- ✓ Do not broadcast your press release. It's best to send them individually
- ✓ Create a media list for future reference
- ✓ Post your press release in a Media section of your website and distribute link in social media
- ✓ When you share your story socially, you are meeting journalists where they are instead of interrupting them in their inbox.

Tip: Do not email your press release as an attachment. Paste it into your email and make the headline the subject line

Social Media





WHICH NETWORK IS RIGHT FOR YOU?

How can your Chapter best utilize social media to communicate expand your message? Each network is unique and has different qualities. Don't feel like you need to use them all.

Overview

Press Release

Social Media **3**

Collaboration

Contact

FACEBOOK

- Used by 71% of online adults
- Among online adults, % who use Facebook:
 - Men: 66% Women: 77%
 - 18-29: 87%
 - 30-49: 73%
 - 50-64: 63%
 - 65+: 56%
- Urban: 71% Suburban: 72% Rural: 69%
- 70% of users use site daily

INSTAGRAM

- Used by 26% of online adults
- Among online adults, % who use Instagram
 - Men: 22% Women: 29%
 - 18-29: 53%
 - 30-49: 25%
 - 50-64: 11%
 - 65+: 6%
- Urban: 28% Suburban: 26% Rural: 19%
- 49% of users use site daily

TWITTER

- Used by 23% of online adults
- Among online adults, % who use Twitter:
 - Men: 24% Women: 21%
 - 18-29: 37%
 - 30-49: 25%
 - 50-64: 12%
 - 65+: 10%
- Urban: 25% Suburban: 23% Rural: 17%
- 36% of users use site daily

PINTEREST

- Used by 28% of online adults
- Among online adults, % who use Pinterest
 - Men: 13% Women: 42%
 - 18-29: 34%
 - 30-49: 28%
 - 50-64: 27%
 - 65+: 13%
- Urban: 25% Suburban: 29% Rural: 30%
- 17% of users use site daily

LINKEDIN

- Used by 28% of online adults
- Among online adults, % who use LinkedIn
 - Men: 28% Women: 27%
 - 18-29: 23%
 - 30-49: 31%
 - 50-64: 30%
 - 65+: 21%
- Urban: 32% Suburban: 29% Rural: 14%
- 13% of users use site daily

OTHER STATS

- 52% of online adults now use two or more social media sites
- The majority of users use Facebook and one or more other sites

WHICH NETWORK IS RIGHT FOR YOU?

Questions to ask yourself when choosing a social network

- ✓ Who is my audience?
- ✓ Am I engaging current members or recruiting new ones?
- ✓ What is my time commitment?
- ✓ What type of information will I be sharing? Text, graphics, photos?

Tip: Schedule your updates ahead of time and use Buffer to post across multiple platforms

Overview

Press Release

Social Media 3

Collaboration

Contact



SOCIAL MEDIA SETUP

Overview

Press Release

Social Media

3

Collaboration

Contact

Set Up

- Be as consistent as possible in using your Chapter name across all platforms
- Type up a short and long summary about your Chapter to have ready for filling in “About” sections
- Upload your logo in the correct format, it’s different for each platform
- Include your website and contact information so people can follow up, reach out and get more information

Share

- Let all of your members know you’re on a new platform in your next email contact and at your next meeting
- Include your Page URL or handle on business cards, flyers, press releases, etc
- Share content from your new Chapter accounts on your personal account

Integrate

- List your Chapter’s social media addresses in your personal profiles
- Include links/buttons to your social media profiles on your website.
- All platforms provide logos and “follow” buttons for placement on websites. Be sure to use the appropriate logos.

Post Updates

- Post updates to let everyone know what your Chapter is up to in the community
- Keep on top of RSVP and nomination due dates by posting ahead of time
- Ask questions, your current members are your best resource
- If you make any changes to your website, share the new info so everyone knows to go check it out
- Share your press releases

Invite

- Invite any of your current connections to “Follow” your new profiles, especially if they are already members
- Ask members to do the same
- Select Admin Roles for certain followers if you wish for your account to be run by more than one person.

Be Consistent

- Consistency is key to engaging your members
- Make a habit of posting meeting dates, charity nomination due dates and RSVP links
- Show the community you’re making a difference and post the amount collected after each meeting
- Don’t go too long between posts or you’ll lose engagement



HOW TO CONNECT

Overview

Press Release

Social Media 3

Collaboration

Contact

Tweeting, tagging, hashtags and more!

- ✓ When mentioning a charity or company, tag them. This allows their followers to see what you've posted (use @-----)
- ✓ It's easiest (and sometimes necessary) to follow that charity/company before tagging them
- ✓ Use a hashtag to increase your reach or search for an event or keyword
- ✓ Pick a hashtag for your Chapter and use it consistently.
- ✓ Share or ReTweet, Like and Favorite – help your fellow Chapters out and thank those who share your info, too!

Collaboration



LEARN FROM EACH OTHER

How does your Chapter communicate with the community?

Overview

Press Release

Social Media

Collaboration

Contact

4

PRESS RELEASES

- Does your Chapter currently use press releases?
- If so, how effective have they been?
- If not, why?
- What can you share to help someone in the group?

SOCIAL MEDIA

- Does your Chapter currently use social media?
- Which platform do you like best?
- Find and follow at least two Chapters from your group!

EACH OTHER

- What other ways have you engaged with the community to help spread the message of 100 People Who Care?

For More Info

CONTACT



CONTACT ME

Whew, that's a lot of info! Connect with me and I'll be happy to answer any questions. I can be reached at jacqueline@anotherhandadvantage.com or [SIGN UP](#) for my monthly newsletter with marketing tips and tricks for small businesses and non-profits.



WEBSITE

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EMAIL

jacqueline@anotherhandadvantage.com

SOCIAL MEDIA



@AHAdvantage



AnotherHandAdvantage



Another Hand Advantage

About Me

Our Chapter

Overview

Websites

Social Media

Newsletters

Wrap Up

Contact

8

THANK YOU!

