Expanding Our Message
Overview
OVERVIEW

The Press Release
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• 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?

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

✔ 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

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)
Now it's your turn!

Pick a headline

Share your boilerplate

Although it's optional, your head should go here in some cases.

CTA: Start Dec. 25, 2014 (PRNewswire) - Your head, consisting of a

press release can take a couple of minutes to write, but it

is worth it. The average press release consists of about 300

words. This press release template consists of about 300

words.

Optional Boilerplate

A brief paragraph that explains the identity of the company and

provides a little background information in the press.

Once you've written your boilerplate, you can use it in all of your press releases.

A great press release should include a great quote from a company executive

or industry expert, or "PR Newswire." An important

thing to remember is that often more than one person will read your

press release, so be sure to include a quote from the third person. A good rule of

thumb is to include a quote from the person in charge of the

press release.

Now, move on to the body of your release. Remember to

write the headline in the first sentence to make it

clear what the press release is about. If you need to

summarize the entire release, you're gold. You can

also include a call to action or a question to

make readers want to find out more. It's

difficult to summarize,

so start with your

headline.

Now it's your turn!

Pick a headline

Share your boilerplate

Overview

Social Media

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Press Release

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Press Release
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.

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

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

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

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

Source: www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf
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
SOCIAL MEDIA SETUP

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

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.

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.

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

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

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

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?

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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SOCIAL MEDIA
@AHAdvantage
AnotherHandAdvantage
Another Hand Advantage
THANK YOU!