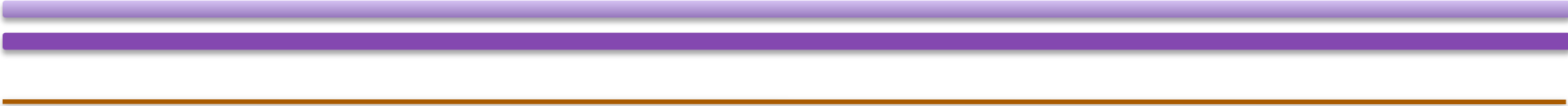


Maximizing Your Public Relations Strategy for Success

Tactics for Non Profit Organizations

Public Relations is Human Relations

- The main goal of PR is to enhance your company or non-profit's reputation and community presence.
- Strategic planning and utilization of every possible communication tool will increase your visibility and exposure.
- Communication tools must be integrated across all mediums to maximize your efforts.



What's in Your Communications Toolbox?

Today's PR Tools

- Public Relations: Media Relations
- Press Releases, Media Advisory
- Calendar Posting of special events
- Paid Advertising Print & Online
- Tapping BOD, members, existing audiences
- Website, Blog
- E-mail marketing, E-Newletters
- Social Media Platforms: Facebook, Twitter, Instagram
- Special Events, Eventbrite
- Society Post-Press
- Mobile applications

Core Messaging Principles

- **Content Control** – take control of your message and how its distributed.
- **Connect the Dots** – make sure all your information is integrated, consistent and clear.
- **Wear Your Personality** – don't be a corporate entity – be a passionate “people” with a goal.
- **Align with your Brand vision and mission**

Content

- Website – visually appealing, easy to navigate, news room, event section, email capture, social media links
- Email Database – update continuously, engage supporters; Mail Chimp, Constant Contact
- Social Media – Create weekly posts, use photos, hashtags, and links, @journalistname
- Media Relations – build your list, deploy to beat reporters, follow/like on social media

Media Outlets and Reporters

- Create a media database of the media outlets in your geographic area, regional area, statewide and national
- Cision's, Meltwater have media list building capabilities
- Key in the “beat reporters”. Culture, Food, Community News, Local, TGIF, etc.
- Be vigilant about updating, journalist are very fluid

Be Strategic

- Plan in advance – 3, 6, 12 month targets
- Anticipate unplanned opportunities
- Integrate all of your external communication
- Align with sponsors and partners
- Review editorial calendars, calendar post deadlines for print, and online
- Create tactics, and follow-through

Press Release & Pitch

- Script press releases to be short and concise
- Plan long lead time for magazines: 4 – 6 months in advance. Daily's 5 – 8 weeks
- Solid pitch with why your story/event deserves priority consideration
- Be familiar with who your pitching. Research their recent stories. Follow on social media

Media Pitch

- ID reporters who cover your industry
- Develop the pitch, never wing it
- Create engaging angle, why now, who cares?
- Call reporter, send press release, info,
- Follow-up, pleasant persistence pays off
- Post with link on Facebook, Twitter,
@journalist

Press Kit

- Fact Sheet, background, location, etc.
- Bio's on leadership, honorary chairs, etc.
- Annual event list, dates, contact, information
- Short paragraphs on key programs, awards
- Media contacts, website URL, social media, etc.
- Photo library: USB, or Dropbox link
- Collateral pieces, printed materials

Social Media Integration is Essential



facebook

facebook  

Home Profile Account ▾



Add to My Page's Favorites
Subscribe via SMS

Information

Location:
4085 N. US 1
Rockledge, FL, 32955

Founded:
2009

5 Friends Like This


Andrea Prior Farmer Denise Song Julie Arnold


Denise Barch Beasley Geo A. Ropert

68 People Like This


Ioan Ianice Anwar

Brevard C.A.R.E.S.
Wall Info Photos Discussions Events



Brevard C.A.R.E.S. Brevard CARES is looking for a Wraparound Brevard Program Manager. Job description and application through the attached link. Applications accepted through Feb. 18.

Brevard Family Partnership – Employment Opportunities
www.brevardfp.org

February 9 at 3:51pm · Like · Comment · Share



Brevard C.A.R.E.S. created an event.



National Wraparound Conference
Wednesday at 5:00pm
Hilton Cocoa Beach Oceanfront Hotel

January 7 at 3:57pm · Like · Comment · Share · RSVP to this event



Brevard C.A.R.E.S. Thanks to Rebecca Basu for the article on co-sleeping and safe-sleeping habits for young children in today's Florida Today. Note: Brevard C.A.R.E.S. "Crisbs for Kids" program was the impetus for this story.

Brevard parents learn path to baby's safe sleep | floridatoday.com | FLORIDA TODAY
www.floridatoday.com

A coalition of health professionals and child advocates in Brevard County works to turn around a trend in baby deaths due to unsafe sleep conditions.

November 9, 2010 at 1:22pm · Like · Comment · Share

 Marcie Cleaver likes this.



Amber Rogers Eckerd Youth Alternatives is now accepting nominations for the 2011 "Children's Hero of the Year". Deadline is January 15, 2011. Recognizing those unsung heroes that have selflessly dedicated their time, talent and treasure to the youth of Brevard. Visit <http://www.brevardwalkoffame.com/> December 13, 2010 at 10:49am · Like



Brevard C.A.R.E.S. Donate gifts for children in foster care and in the Brevard C.A.R.E.S. program. Help make the Holidays brighter for our most vulnerable children!

Create an Ad

Enter to Win on Facebook ×



We love small business owners! Enter our sweepstakes for a chance to win a Macbook.

Have a website? ×
viglink.com



Funded by Google, VigLink is the easiest way to monetize links on your site. Click here to learn more about how VigLink can help you!

Rudi's Gluten-Free Bakery ×



Get a \$1 coupon for Rudi's gluten-free bread and we'll donate \$1 to celiac education and diagnosis.

 Like

 Chat (9)

Use A Facebook Page for your nonprofit, Not a Group



This screenshot shows a Facebook News Feed interface. A 'Create Group' dialog box is prominently displayed in the center, with fields for 'Group Name', 'Members', and 'Privacy' (set to 'Closed'). The background shows a user's profile (Amelia Woodbridge) and a post by Debbi Spencer Geiger about a tonsillectomy. The left sidebar contains navigation links like 'News Feed', 'Messages', 'Events', and 'Friends'.


This screenshot shows the Facebook Page for 'United Way of Brevard'. The page features a cover photo with the United Way logo and a profile picture. The 'About' section lists the location (937 Dixon Blvs, Cocoa, FL) and founding year (1957). The 'Posts' section includes a link to a Florida Today article and a photo of a group of people at a breakfast event. The page has 17 friends and 336 people who like it.

Ask for Facebook LIKES

- 1) Ask followers to like your update to improve engagement
- 2) Post photos of your supporters and influencers. Tag photo ID's
- 5) Add Event landing page and send invites to followers
- 6) Encourage follows/volunteers/ambassadors to leverage events through their followers

- Use Landing Pages on Facebook for events, premier activities, or special features

The screenshot displays the Facebook interface for the LIVESTRONG organization. The top navigation bar includes the Facebook logo, a search bar, and links for Home, Profile, and Account. The main content area features the LIVESTRONG logo, a 'Share Your Story' button, and a 'Non-Profit Organization' label. Below this, the text 'SHARE + INSPIRE LIVESTRONG STORIES' is prominently displayed. A paragraph describes the organization's mission: 'At LIVESTRONG we are constantly inspired by the healthy achievements of our supporters. These achievements are what make the LIVESTRONG network so powerful. We are united by stories from people who are working toward a world without cancer and those who are making a commitment to health and wellness, daily.' Another paragraph states: 'We are proud to offer a space for LIVESTRONG Stories. Here, we hope you'll share your achievement stories and inspire others.' A quote follows: 'There's no such thing as an achievement story too small. If you've overcome cancer, defied the odds, or simply met your healthy living or weight loss goal--we want to hear from you.' Below the text is a row of six Polaroid photos of people. At the bottom, there are two larger photos: one of a man in a LIVESTRONG SURVIVOR shirt and another of a woman eating an apple next to a clock. The left sidebar shows a list of links: Wall, Info, Events, Spread the LIVESTRONG Word, Blog, Video, Share Your Story (highlighted), Causes, Discussions, and Less. It also shows '1,286,895 people like this' and a 'See All' link. The right sidebar contains sections for 'You and LIVESTRONG' (Jen Bellon and Mary Rae Koob like this), 'Which city do you live in?' (Winter Springs, Florida, 812 people like this), 'I live here' (Choose another city), and 'Friends' Events' (Friday Fest, Friday, March 4, RSVP: Yes - No - Maybe).



Login

Social Media Dashboard

Sign up now »

Collaboration

multiple contributors and access without passwords

Custom Interface

Work efficiently with social streams, tabs, and columns – plus a choice of design themes

Assign Tasks

Fine-tune your team by delegating messages and monitoring responses and progress

Team Members:

- Beier Cai (Advanced)
- Chris Trotter
- Dave Olson
- Eric (Advanced)

HootSuite Blog

- New HootSuite Case Study ~ New York Public Library Success
- Scheduling for Success: Obama Tweets the #SOTU ~ News Roundup
- Egypt Unrest and the Social Web
- Finding Signal in the Noise of Social Media ~ As Seen at TalentZoo

SPROUT SOCIAL

DASHBOARD



amwoody
Amelia Woodbridge Consulting
58 connections made since 12/28/2010

ENGAGEMENT
FAIR 41

INFLUENCE
GOOD 63

About these scores

Quick Links

- Go To My Messages
- Find New Contacts
- View Reports
- Schedule Messages

My Social Stats

Displaying 6 of 7 Widgets

Follower Demographics

58% MALE FOLLOWERS

42% FEMALE FOLLOWERS

AGE GROUPS FOLLOWING YOU

- 0% 19 and under
- 25% 19-32
- 75% 32-45
- 0% 45-60
- 0% 60 and over

Social Scorecard

	Week of 2/7/2011	% Change
New Followers	2	↓ 60%
Mentions	0	N/A
Message Volume	1	↓ 95%
Engagement	41	↑ 9%

Recent Messages

JenniferMaring
Followers

Monitor conversations about your organization and cause with social media monitoring services.

Resources

Overview

What is LinkedIn?

New on LinkedIn!

Blog

Training Resources

Customer Service

Site Features

Homepage

Profiles

Applications

Jobs

Groups

Answers

Company Pages

Mobile

Settings/Personalization

Twitter

User Guides

Small Business

New Users

Students

Non-Profits

Spread awareness and find the right resources and information to help your cause.

PAIN-POINT Your non-profit often lacks access to best practices and specialized knowledge in a number of non-core areas that are still important to day-to-day operations.

LINKEDIN HELPS

- Use [Advanced Search](#) to find experts with the talent, experience, and aligned interests who could advise you and request an Introduction from your network.
- [Post a question](#) on a specific topic and you'll solicit feedback from subject matter experts and other non-profits who have been through similar experiences.

[Try out Advanced Search](#)

PAIN-POINT With finite resources...

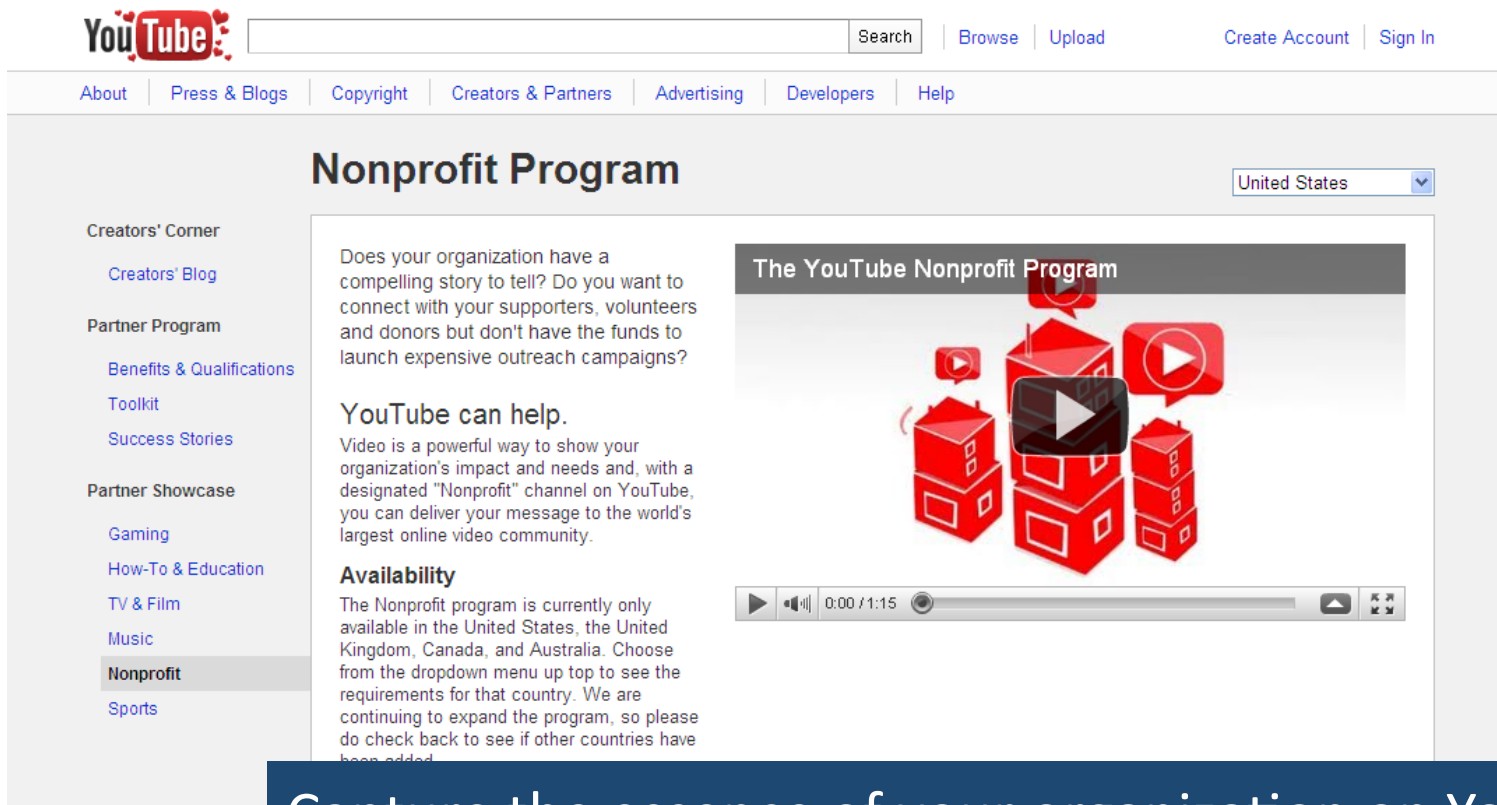
Help your cause on
LinkedIn by using the
Nonprofit Learning Center.

Advanced Search to find experts, expand networks, and build new partnerships

Post a question and solicit feedback from subject matter experts and other non-profits

Start a LinkedIn Group and encourage members to become an ambassador for you and build credibility on their profile for your organization

YouTube Nonprofit Program



The screenshot shows the YouTube Nonprofit Program page. At the top is the YouTube logo, a search bar, and links for 'Browse', 'Upload', 'Create Account', and 'Sign In'. Below this is a navigation bar with links for 'About', 'Press & Blogs', 'Copyright', 'Creators & Partners', 'Advertising', 'Developers', and 'Help'. The main heading is 'Nonprofit Program' with a 'United States' dropdown menu. The left sidebar contains links for 'Creators' Corner', 'Creators' Blog', 'Partner Program', 'Benefits & Qualifications', 'Toolkit', 'Success Stories', 'Partner Showcase', 'Gaming', 'How-To & Education', 'TV & Film', 'Music', 'Nonprofit' (highlighted), and 'Sports'. The main content area features a video titled 'The YouTube Nonprofit Program' with a play button icon. The video player shows a progress bar at 0:00 / 1:15. The text on the page describes the program's purpose and availability.

Does your organization have a compelling story to tell? Do you want to connect with your supporters, volunteers and donors but don't have the funds to launch expensive outreach campaigns?

YouTube can help.

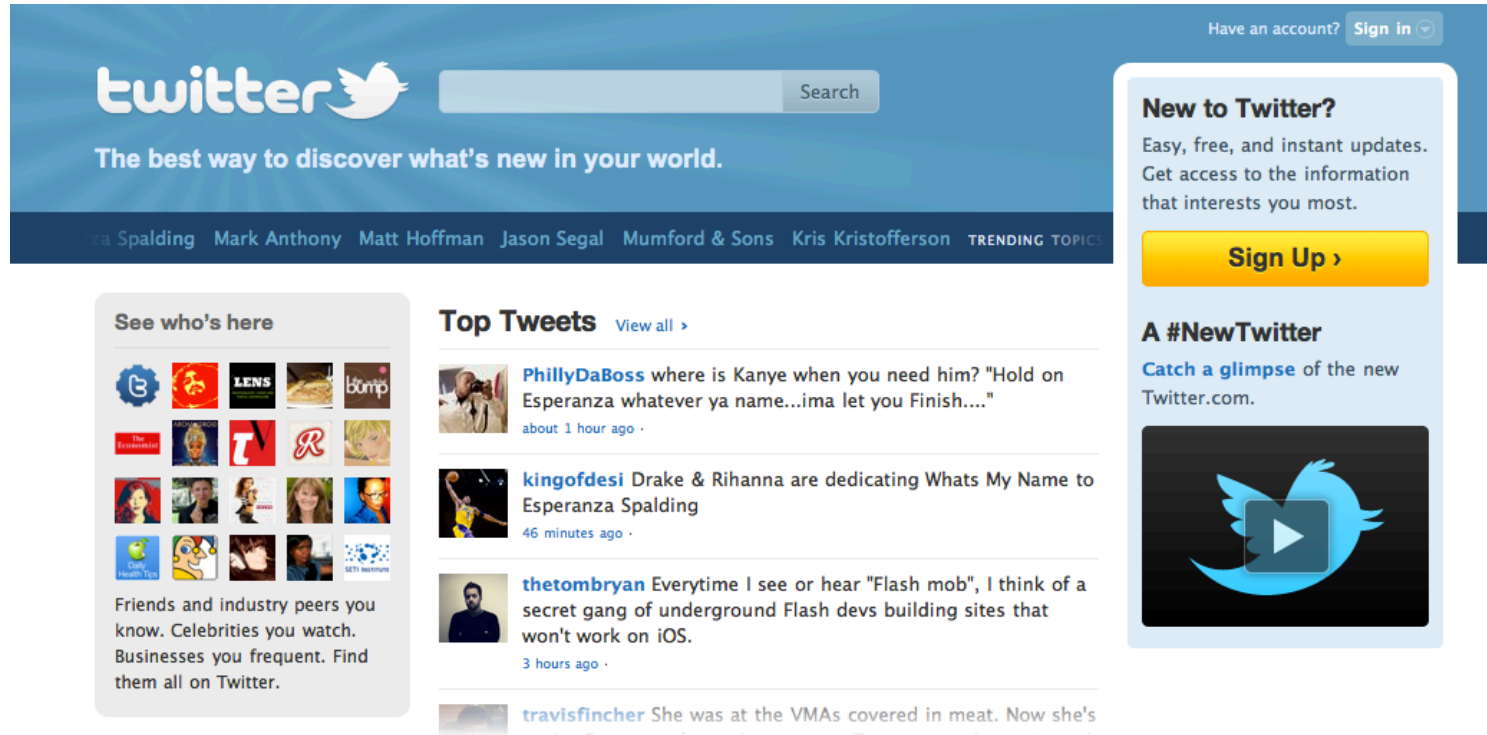
Video is a powerful way to show your organization's impact and needs and, with a designated "Nonprofit" channel on YouTube, you can deliver your message to the world's largest online video community.

Availability

The Nonprofit program is currently only available in the United States, the United Kingdom, Canada, and Australia. Choose from the dropdown menu up top to see the requirements for that country. We are continuing to expand the program, so please do check back to see if other countries have been added.

Capture the essence of your organization on YouTube. Tell your Story. Become a YouTube Nonprofit Partner

Twitter Post 2-3 Times Daily



Research, follow relevant media. Use Photos, Visuals & Hashtags
Retweet relevant media posts. Like. Shout outs for coverage

TinyURL.com

Making over a billion long URLs usable! Serving billions of redirects per month.

Home

Example

Make Toolbar Button

Redirection

Hide URLs

Preview Feature

Link to Us!

Terms of use

Contact Us!

Donate



Welcome to TinyURL!™

Are you sick of posting URLs in emails only to have it break when sent causing to the right place. By entering in a URL in the text field below, we will create a

Enter a long URL to m

Custom alias (optional)

http://tinyurl.com/

May contain letters, numbe

An example

Turn this URL:

http://www.amazon.com/Kindle-Wireless-Reading-Display-Globa lly/dp/B X0DER&pf_rd_s=center-10&pf_rd_r=11EYKTN682A79T370AM3&pf_rd_t=2

Into this TinyURL:

http://tinyurl.com/KindleWireless

Which one would you rather cut and paste into your browser? That's the power

Add TinyURL to your browser's toolbar

Click and drag the following link to your *links* toolbar.

[TinyURL!](#)

Once this is on your toolbar, you'll be able to make a TinyURL at the click of a toolbar button, a TinyURL will be created for the page you are currently at.

This is compatible with most web browsers and platforms as long as your book javascript. The links toolbar may not be visible in all setups and in most brows View->Toolbars menu of your web browser. You can also put it in your bookm

bit.ly

search your bit.ly links

Shorten & Share

Analyze

Public Timeline



awood123

Shorten your links and share from here

Shorten

Share

New! Now you can bundle a bunch of links with just one bitly link. [Try it now.](#)



Share settings

Active:

Link & Bundle History: 1 - 10

1 clicks this week

New! Preview the contents of your links by toggling here

Bundle

Clicks

Links

Info Plus

Date

Options

1 out of 1,590

<http://www.fastcodesign.com/1663166/infographic-of-the-day-...>
[http://www.fastcodesign.com/1663166/infographic-of-the-day-what-makes-a-company-good-to-work-for bit.ly/g6OEqb](http://www.fastcodesign.com/1663166/infographic-of-the-day-what-makes-a-company-good-to-work-for-bit.ly/g6OEqb) - Copy

Info Page+

February 4

Options

0 out of 0

[Cudos to the Creatives behind the AICP Call for Entries | ...](http://blog.ameliawoodbridge.com/index.php/2011/02/02/cudos-to-the-creatives-behind-the-aicp-call-for-entries/)
[http://blog.ameliawoodbridge.com/index.php/2011/02/02/cudos-to-the-creatives-behind-the-aicp-call-for-entries/ bit.ly/e5xTZ2](http://blog.ameliawoodbridge.com/index.php/2011/02/02/cudos-to-the-creatives-behind-the-aicp-call-for-entries/bit.ly/e5xTZ2) - Copy

Info Page+

February 2

Options

9 out of

[The final countdown](http://www.prospectmagazine.c)
<http://www.prospectmagazine.c>



amwoody Amelia Woodbridge

Really admire the talent of Carole Janson - look at her stunning 3D creations with paper & embellishments <http://bit.ly/gGBJdO>

18 Jan



amwoody Amelia Woodbridge

Email traffic, social media use, web site growth - pingdom provides all the reference data about 2010 you need here <http://bit.ly/e0vMQU>

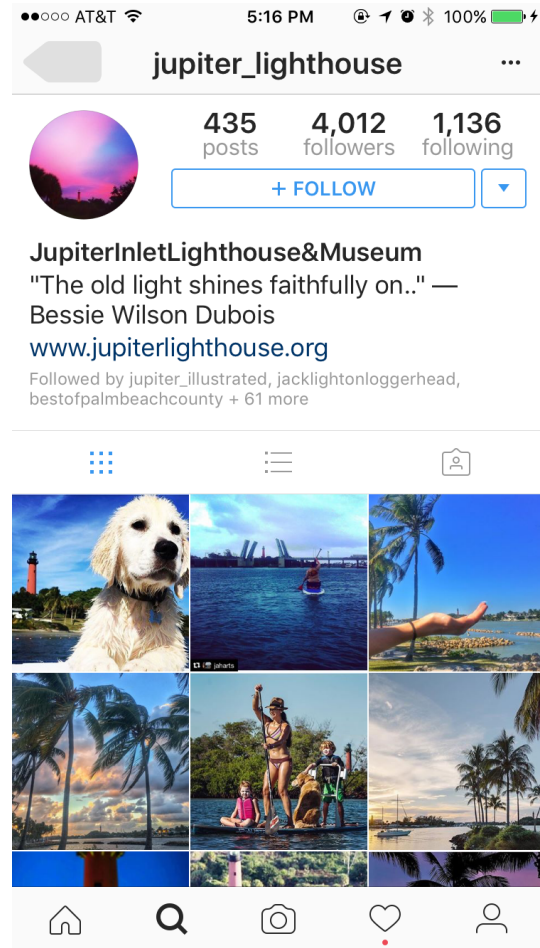
17 Jan

Use short URLs to track link performance (bit.ly, tinyurl.com).

Instagram

- 500 million users interact with visual content
- Create a strategy, and a flow
- Identify and follow influencers and media
- Review and Like influencer account posts
- Post once or twice a day to build a presence
- Good content and great photography are key
- Research, and use popular, relevant #hashtags

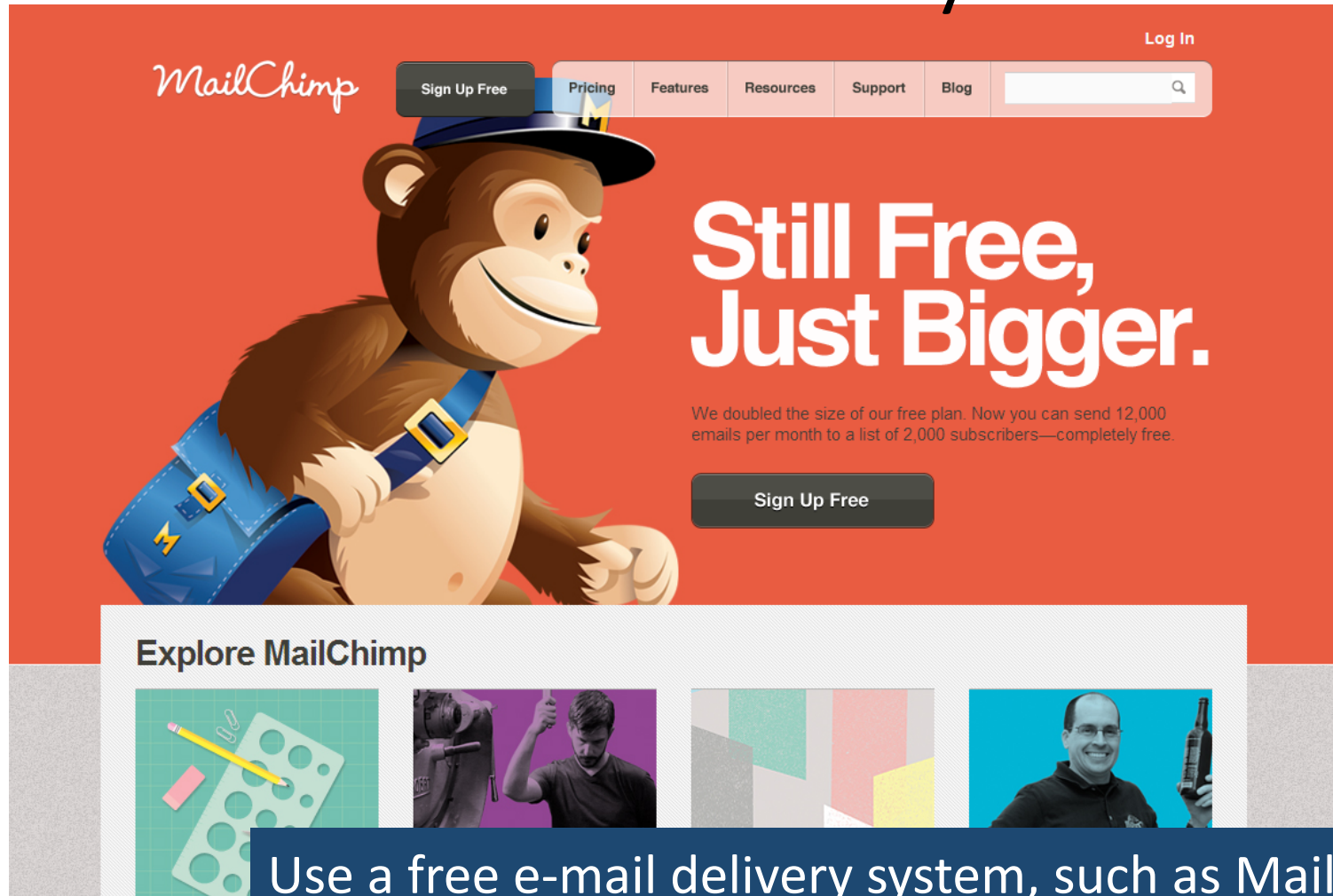
Instagram



Instagram



E-mail Marketing Delivers – Grow Your List Constantly

The image shows the MailChimp website's main banner. On the left is the MailChimp logo, a cartoon monkey wearing a blue cap and a blue bag with a yellow 'M' on it. To the right of the monkey, the text 'Still Free, Just Bigger.' is written in large, white, sans-serif font. Below this text, a smaller line of text reads: 'We doubled the size of our free plan. Now you can send 12,000 emails per month to a list of 2,000 subscribers—completely free.' At the bottom right of the banner is a dark grey button with the text 'Sign Up Free'. Above the monkey, there is a navigation bar with links: 'Sign Up Free', 'Pricing', 'Features', 'Resources', 'Support', and 'Blog'. To the right of these links is a search bar with a magnifying glass icon. In the top right corner, there is a 'Log In' link. Below the banner, there is a section titled 'Explore MailChimp' with four small images: a green grid with a yellow pencil and a pink eraser, a man in a black shirt holding a camera, a colorful geometric pattern, and a man in a black shirt holding a beer.

Use a free e-mail delivery system, such as MailChimp to connect with supporters.

E-News & Event E-Blasts

- Write subject line first – Short and clever
- Keep to 350 words or less
- Consider the tone – make it friendly and warm
- Use multiple calls-to-action, hyper-links to website, ticketing
- Personalize with first name
- Use quality art and images – watch copyrights
- Leave white space
- Incorporate social media links: Share on Twitter, Facebook

5 Email Tactics Not to Forget

Really Thank Your Supporters – not just a thank you but with info on how their support helps you.

Encourage them to share – word of mouth and personal recommendations are the most powerful

Get Feedback – Use polls, surveys, forms and other methods of feedback to show them you value their opinion. You can also elicit testimonials to post on your website

Connect with social media – Share, ask for the like, and tell them what you'll provide that is worth paying attention to.

Link to your website – Link constituents to your site, and give them easy links back to important pages on your website like your events calendar, and donation page.

Closing Comments

- PR increases credibility
- PR builds identity and reinforces your brand
- PR increases goodwill
- PR is cost effective
- PR increases visibility
- PR generates name recognition
- PR broadens your message

Thank you!

buzz
AGENCY

public relations | social media | event management

thebuzzagency.net