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-Newsletters
• 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 it’s 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
Use A Facebook Page for your nonprofit, Not a Group
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.
Monitor conversations about your organization and cause with social media monitoring services.
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
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
Welcome to TinyURL™

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

Enter a long URL to make it short:

Custom alias (optional): http://Attest.com/

An example

Turn this URL:


Into this TinyURL:

http://tinyurl.com/KindleWireless

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

Add TinyURL to your browser's toolbar

Click and drag the following link to your 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 supports javascript. The links toolbar may not be visible in all setups and in most browsers the omnibar view-x toolbars menu of your web browser. You can also put it in your bookmarks!

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

Kravis Center
The official Instagram page for the Kravis Center of the Performing Arts
www.kravis.org
Followed by meatmarketpalmbeach, palmbeachculture, pbfoodwinefest + 50 more

JupiterInletLighthouse&Museum
"The old light shines faithfully on.." — Bessie Wilson Dubois
www.jupiterlighthouse.org
Followed by jupiter_illustrated, jacklightonloggerhead, bestofpalmbeachcounty + 61 more
WPB A&E District
Arts/Entertainment/Nightlife
Discover What Inspires You! #wpbARTS
www.downtownwpbarts.com
301 Clematis St, West Palm Beach, Florida
Followed by palmbeachculture, jacklightonloggerhead, experimar + 111 more

#TheAudience is on the cover of TGIF today of @pbpost! Get your tickets today before it's completely sold out - call 575-2223 or visit www.jupitertheatre.org!
E-mail Marketing Delivers – Grow Your List Constantly

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

public relations | social media | event management

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