

Maximizing Media Relations (Part 2)

The webinar will begin at 3:30 p.m. EDT



Presenter
Laura Huth
do good Consulting



Moderator
Magda Hageman-Apol
MOW Leadership Academy

Meals on Wheels MAXIMIZING MEDIA RELATIONS



**PART
TWO**

May 15, 2012
Laura Huth, *do good Consulting*

session overview

- Creating strong messages
- Interview do's and don'ts
- The power of storytelling
- Social media strategy & posts gone viral

media types



- ✓ RADIO
- ✓ TELEVISION
- ✓ PRINT
- ✓ SOCIAL MEDIA



media types

SOCIAL MEDIA

WHAT: A form of communication that integrates technology, telecommunications, and social interaction, and uses words, pictures, videos, and audio.

- ✓ Facebook, LinkedIn, blogs, Twitter, etc.
- ✓ Explosive growth across all ages and demographics
- ✓ Friendly face and tone for people to connect with
 - ✓ Keep it up-to-date
- ✓ Interactive: everyone can and should participate



LISTEN UP!

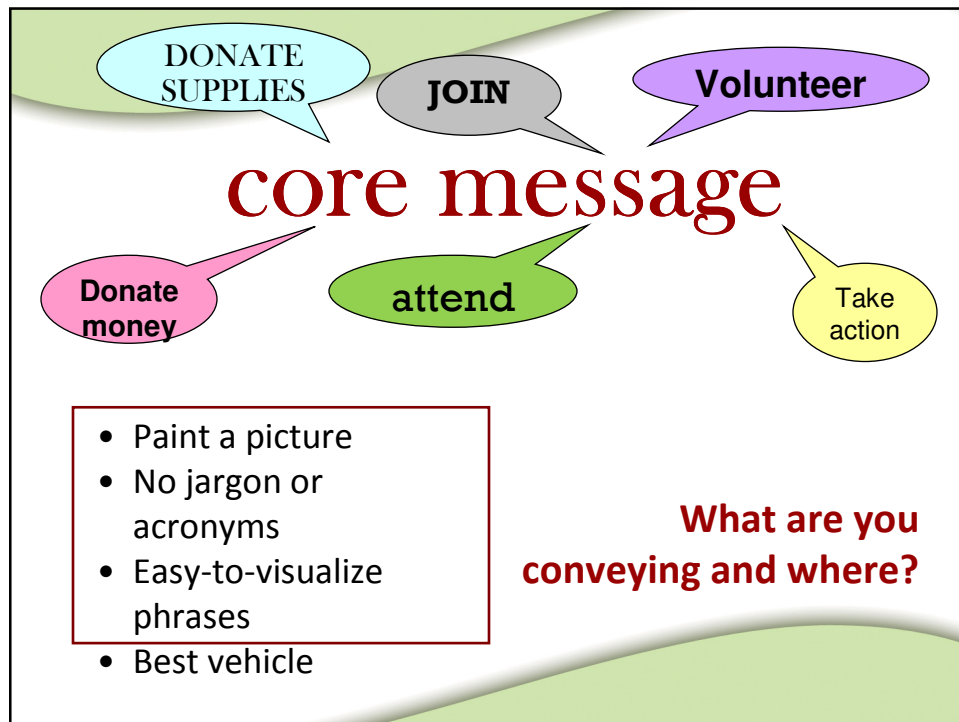


People need to hear something as many as **12 times** before they actually *listen* to what's said.



today's issue

Meals on Wheels of East Central
Illinois celebrates 25 years



honing your message

NO

✓ USDA statistics from 2011 tell us there are 4,312 people over the age of 65 classified as “food insecure” in the tri-county region.

YES

✓ Meals on Wheels of East Central Illinois helps over 4,000 seniors stay healthy and live independently.

✓ Meals on Wheels volunteers deliver over 150 hot meals 7 days a week. We provide daily safety checks and friendly interactions to the seniors we serve.

honing your message

BAD FACEBOOK POST



Meals on Wheels turned 25 today! Happy
ay to us!



GOOD POSTS

's ago, @Becky Robinson brought a vision to Champaign County that
no senior would go hungry. Today we celebrate her vision and say Happy
25 to Meals on Wheels! Share your favorite memory from the last 25 years
with us!



interview do's:

- The 6 C's: conviction, conversational, catchy, composure, confidence, color.
- Check the mirror.
- Quiet location, no interruptions.
- Live or recorded?
- Talk in sound bites and short sentences. No fillers.
- Solid color clothing, simple accessories.
- Remove glasses if possible.
- Look at the reporter, not the camera.
- Stand still in front of the camera and microphone.
- Smile: appear friendly, calm, and approachable.

interview don'ts:

- Speaking from your point of view rather than the audience's.
- Confusing; rambling; filler; flat tone.
- Telling the wrong story to the wrong audience.
- Lacking a reason for the audience to connect or care.

interview tips:

- If posed a negative question, don't be baited into a negative response.
- Never give angry, defensive responses. Return to key points and keep things positive.
- No "off the record" comments.
- If you're asked to speculate on something you're not comfortable with, respond with something like "I couldn't speculate on that, however..." then restate one of your main points.
- If a reporter pauses after you've answered a question, avoid feeling tempted to add more.

the power of storytelling

“Numbers numb, jargon jars, and nobody ever marched on Washington because of a pie chart. If you want to connect with your audience, tell them a story.”

-Andy Goodman

the power of storytelling

**Romeo met Juliet
and thought she
was really pretty,
but her dad didn't
like him and they
both ended up
dead.**

- Shakyspeer

***Beatrice and Hank are
just one couple of the
one in seven households
in Urbana who don't
have enough to eat.***



the power of storytelling

- Put a face on it: use real people, real names, real stories
- Lead with an emotional hook: get readers interested
- Stay away from statistics
- Build stories for multiple purposes: media work, web postings, Facebook, etc.
- Pull quotes
- Editorial license



Social media strategy & ethos

**Twitter,
Facebook,
LinkedIn,
oh my!**

Keeping up with social media can be time consuming, but very worth it...*in certain circumstances.*

Here are some tips for making social media management easier for your affiliate.

via The National Federation of
Independent Businesses

Social media strategy & ethos

- ✓ Likes
- ✓ Friends
- ✓ Photos
- ✓ Comments
- ✓ Shares
- ✓ Posts
- ✓ Tags

A GROUP EFFORT

Staff, board, volunteers, and clients all enlisted to help with social media in some way

- Magnifies visibility
- Diversifies update and maintenance needs
- Helps alleviate time/budget issues
- Provides for fresher content and compiles multiple voices and perspectives to appeal to a greater audience.

Social media strategy & ethos

KEEP A SCHEDULE

- ✓ Set aside a few minutes a day to keep on top of social media needs.
- ✓ Create a weekly or monthly calendar with specific content ideas while remaining open to spontaneity.

Social media strategy & ethos

PRIORITIZE NETWORKS

- ✓ Focus on the networks that make the most sense for your affiliate and audiences.
- ✓ It's better to have one or two strong social network profiles than multiple accounts with minimal followers and zero content.
- ✓ Don't be **ON** Facebook -- be engaged **IN** Facebook.

Social media strategy & ethos

SOCIAL MEDIA MANAGEMENT DASHBOARD

Services like HootSuite and TweetDeck allow you to post, reply, and schedule comments for all of your group's social media accounts in one easy format.

Social media strategy & ethos

OUTSOURCE

If even a few minutes daily on Twitter, Facebook, and LinkedIn gives you anxiety, consider outsourcing some of your social media needs to a consultant/volunteer who can help you stay on top of things and manage your communications professionally.



Social media strategy & ethos

**Facebook, LinkedIn, Twitter,
etc. work best when you work
them.**



**Social media strategy:
posts gone viral**



Facebook:

**Good images
and minimal
text.**

**Suggested
Improvements:**

- Tag photos
- Use names
- Ask for shares



East Cooper Meals on Wheels
January 17

Thanks to Nancy and Juanita for making their homemade pimento cheese for each of our recipients today--our seniors love receiving special treats like that!



Like · Comment · Share

7

Facebook:

**Spotlighting volunteers
develops community and
draws new online support.**

Suggestions:

- Tag volunteers in photo and post
- Use full names if possible
- Ask for shares
- To boost circulation, encourage Nancy and Juanita to comment on post (i.e., share recipe, add detail like # of seniors served, etc.)
- Staff, board, and other volunteers should also chime in (i.e., Thanks Nancy & Juanita!, East Cooper Meals on Wheels loves our volunteers!, etc.)
- Seniors on Facebook could also chime in (i.e., the best pimento cheese I've ever had!, etc.)

Strong photo for eye-catching appeal in status updates; tag if people present

Link directly to group website

@CU-Garden links to their Facebook page; post appears on that page, too

Tag relevant friends (@) for this post to appear on their pages

Directly ask people to "share" the post – and they do

"Liking" peoples' comments pushes this post back into my friends' newsfeeds for more friends to see

The M-SP, MN MOW program is following a lot of people and being followed by even more. They tweet often.


Including a nice, close-cropped image can be a boost on Twitter, too.

NO: Totally promotional, in ALL CAPS. Same tweet over and over; no human content



Social media strategy & ethos

**Facebook, LinkedIn, Twitter,
etc. work best when you work
them.**



**what were the 2 most
valuable things you learned
in today's session?**

questions?

I'll take about 5 minutes of webinar-based questions, then we'll open the phones up for more of a "free-form" Q&A by phone.

Looking Beyond Sponsorship: Cause Marketing 101

You can register for the next webinar:
(May 17 – 3:30 p.m. EDT / 2:30 p.m. CDT)
at www.mowaa.org/webinar



**Training & Consulting
Services for Non-Profits**

201 West Green, Urbana, Illinois 61801
dogood@dogoodconsulting.org
217-778-1687
www.dogoodconsulting.org

“Go into the world and do well. But more importantly, go into the world and do good.”

- Dr. Minor Myers, Jr., Former President, Illinois Wesleyan University