MASTERING THE TOOLS OF THE TRADE
AGENDA

• The Communications Plan
• The Public Relations Toolbox
• Using Social Media Effectively
• TCE Soda Case Study
• Small Group Exercise: Developing a Communications Plan
Your Roadmap to Success

THE COMMUNICATIONS PLAN
THE POWER OF PLANNING

• Focus your work
• Assess strengths & weaknesses
• Utilize resources wisely
• Everyone is on the same page
ELEMENTS OF A COMMUNICATIONS PLAN

1. Identify the issue
2. Set your goal
3. Situational analysis
4. Identify audience(s)
5. Develop messages
6. Choose materials & activities
7. Identify partners
8. Timeline & responsibilities
9. Implement
10. Evaluate
Choosing the Right Tools for the Job

THE PUBLIC RELATIONS TOOLBOX
THE PUBLIC RELATIONS TOOLBOX

• Sampling of common tools

• Consider goal, audience, resources & timeline

• One or two may be enough or a combination may be ideal
MEDIA TOOLS

• Inviting media to cover your issue
• What is news?
  – Timely
  – Local
  – Significant
  – Trendsetting
  – Ironic
  – Controversial
  – Celebrity
PRESS RELEASE

- Basis for a **news** story
- Massive competition
- News story format (don’t editorialize)
- Short, concise, grab attention
- Frame your issue & position spokespersons (quotes)
MEDIA ALERT

- Inform the media of an upcoming event
- Five Ws
- Strong visuals
- Cell phone numbers
- Send day before & day of event
- Follow up
MEDIA PITCH

• Invite a reporter to cover your story or event
• Phone call or email
• Tailor your pitch
• Tease your story
  – Grab attention
  – News up front
  – Quick summary
OPINION EDITORIAL

- Newspaper opinion page: guest writers take a strong position on an issue
- Hard to place, but incredibly influential
- Well-written, persuasive
- Call to action
- Authored by local authority
- 400-700 words
LETTERS TO THE EDITOR

- Letters from the community
- Opinion on a single issue
- 200 words or less
- Authored by anyone
- Powerful in mass (invite partners)
- Easier to place than an op-ed
EDITORIAL BOARD MEETING & DESKSIDE BRIEFING

• In-person meeting with editors or reporter
• Editorial board meetings are hard to get
• 15 minutes to educate on a single issue
  – Provide information
  – Share your viewpoint
  – Seek endorsement
  – Develop relationships
  – Bring leave behinds
MEDIA INTERVIEWS

• One-on-one interview with a reporter
• May be multiple opportunities around a hot issue (print, TV & radio)
• Personable, trained spokesperson
• Anticipate questions & plan answers
• Know facts, figures & details
PRESS CONFERENCE

• **BIG** news to announce

• Risky, time-consuming & uncontrollable

• Better served a press release?

• Well-organized, punctual & brief

• Scripts & visuals

• Q&As & interviews
COLLATERAL MATERIAL

• Printed posters, flyers, brochures, etc.
• Tailor to your audience
• Less text is best
• Culturally appropriate
• Call to action & website
• ID distribution channels
FACT SHEET

- Quick snapshot of an issue
- Single page
- Clear and concise
- Website for more info
- Use with multiple audiences
INFOGRAPHIC

- Visualize your data
- Humans process images faster than text
- Very trendy
- Use in a variety of materials

*Sugar Facts on kids and sugary drinks*

- 67% of eighth graders said they had access to sugary drinks at school.
- 30% of those surveyed report purchasing sugary drinks.
- 85% of students surveyed drank sugar-sweetened beverages at least once per day.
- 22% prevalence of obesity in middle schoolers.
FAQs & Q&As

- Anticipate questions & plan answers
- Opportunity to frame your issue
- Train spokespersons
- Can be an internal and/or external document
POLLs, SURVEYS & RESEARCH

- A way to create news
- Health departments have a treasure trove of local data
- Localize a trend
- Bring an issue to life
- Snapshot of your community

Overweight and Obesity among Children by California Cities - 2010

Sacramento County Fact Sheet

The health of California’s children is all the more evident by the first-ever release of childhood overweight and obesity numbers by city. Over 250 California cities were analyzed for the study conducted by the UCLA Center for Health Policy Research and the California Center for Public Health Advocacy, revealing shocking discrepancies based on locale.

- While 38 percent of the state’s children are overweight or obese, city ranges begin as low as 11 percent (Manhattan Beach) and climb five-fold to 53 percent for the state’s poorest performing city (Huntington Park).
- In Sacramento County, city ranges begin as low as 22.2 percent (Folsom) and climb to 39.9 percent in the county’s poorest performing cities (Galt and Sacramento).

<table>
<thead>
<tr>
<th>Sacramento County City</th>
<th>2010 Overweight &amp; Obese %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sacramento</td>
<td>39.9%</td>
</tr>
<tr>
<td>Galt</td>
<td>39.9%</td>
</tr>
<tr>
<td>Rancho Cordova</td>
<td>39.1%</td>
</tr>
<tr>
<td>Citrus Heights</td>
<td>34.7%</td>
</tr>
<tr>
<td>Elk Grove</td>
<td>33.8%</td>
</tr>
<tr>
<td>Folsom</td>
<td>32.2%</td>
</tr>
<tr>
<td>SACRAMENTO COUNTY</td>
<td>36.1%</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>38.0%</td>
</tr>
</tbody>
</table>

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www.publichealthadvocacy.org
ISSUE BRIEFS

• 4-6 page investigation into an issue
• Include research & data
• Make recommendations
• Use with policymakers, stakeholders, partners & media
PHOTOVOICE

- Empower community to share their point of view through photography
- Showcase community concerns
- Youth engagement
- Good for social media
- Policymakers & service providers
WEBSITE

- Online brochure
- Create for a program or a campaign
- Clearinghouse for tools
- Include a link in all material
NEWSLETTER/E-BLASTS

- Regularly distributed publication to subscribers
- Printed or electronic
- News, infographics, pictures, events
- Community engagement
ONLINE TOOLS

• **Data publishing:** LiveStories
• **Graphic design:** Piktochart.com, Canva.com & infogr.am
• **Websites:** Squarespace & Wix.com
ADVERTISING

• Lots of options (print, radio, TV, online, outdoor, transit, point of purchase, social media)

• Expensive

• Lots of competition

• Attractive design

• Captivating & powerful message
PUBLIC SERVICE ANNOUNCEMENT (PSA)

- Unpaid announcement on radio or TV
- Limited opportunity (only nonprofit, civic & voluntary organizations)
- Offer varying lengths
- Radio: script or recording
- TV: produced PSA
- Include contact info
DIRECT MAIL

• Postcard or letter sent to a targeted mailing list
• Can make a big impression
• Call to action
• Costly:
  list, production & postage
SPECIAL EVENT

• Attract media attention & raise public awareness
• Appropriate for your organization & message?
• Fun & engaging visuals
• Alert media in advance
• Need an audience
• Distribute collateral material
TOWN HALL MEETING

• Provide information to the community
• Discuss issues & solutions
• Can get out of control
• Time intensive
• Need an audience
• Invite the media
USING SOCIAL MEDIA EFFECTIVELY
WHY USE SOCIAL MEDIA?

Social media use is increasingly pervasive:

74% of adults use social media sites and Americans now spend more time on social media than any other Internet activity, including email.

60% of social media time is spent on tablets and smartphones.
• Free or low-cost
• Easy to do
• Audience wants to engage
• Two-way dialogue
• Can be powerful, if done right
- Can be a flop, if done poorly
- Fast-paced
- Lack of control
- Time intensive
- Lots of channels
- Challenging to measure ROI
What’s Key?

- Identify purpose
What’s Key?

- Identify purpose
- Target your audience
Social media is diversifying, but Facebook still dominates.

71% of online adults use Facebook.

Social media isn't just for millennials:

45% of internet users aged 65+ use Facebook.
• Most popular social media site
• Used by 71% of online adults
• 58% female user base
• Organizations can create pages & groups
• Pictures & videos
• Comments
Twitter

- Used by 19% of online users
- 62% female user base
- Media, policymakers, thought leaders & government services
- 140 character “tweets”
- Fast-paced
- Get news out fast
- Pictures & videos
• Used by 17% of online adults
• Popular with younger demographic
• Telling a story with a gallery of images
• Selfies, food, inspirational quotes & celebrities
OTHER POPULAR SOCIAL MEDIA SITES

• Constantly evolving
• Always consider your organization’s brand, goals & audience
• Research
• Observe
• Experiment
• You don’t HAVE to do it
What’s Key?

- Identify purpose
- Target your audience
- Be authentic
Be authentic

- Stay true to your organization’s voice
- Be personal & approachable
- Avoid auto-generation
- Consistent
- Sustainable
- Engaging
- Conversations
What’s Key?

- Identify purpose
- Target your audience
- Be authentic
- Evaluate & adapt
IMPROVING YOUR PRESENCE & REACH
Social Media: 80/20 Rule

Engage your audience and promote your brand in a way that will benefit them.

80% Quality Content

- News
- Relevant
- Tells a Story
- Tips
- Video
- Entertaining
- How To
- Testimonial
- Business Tools
- Blog Post
- Informative
- Pictures
- Graphs

20% Self-Promotional
MAKING YOUR FACEBOOK POSTS MATTER
7 STATISTICS THAT CAN RAISE YOUR ENGAGEMENT RATE*

1. Add Photos
   - Photo posts get 39% more interaction

2. Be Concise
   - Shorter posts get 23% more interaction
   - 250 characters
   - 80 characters

3. Use Emoticons
   - Emoticons increase comments by 33%
   - 33%

4. Post on Thursday & Friday
   - Thursdays & Fridays have 18% higher engagement rates

5. Post Questions
   - Question posts get 100% more comments

6. Run Contests
   - 35% of fans like a page to participate in a contest
   - Congratulations!
Building a Fan Base

- News Feed Algorithm
- Cross-promote your page
- Advertising
- Connect with influencers & partners
- Social Media Ambassadors
Putting it into Action

TCE SODA CASE STUDY
Putting it into Action

**SMALL GROUP EXERCISE**
DEVELOP A COMMUNICATIONS PLAN

Goal: promote safe drinking water

PARAMETERS:
• 8 week campaign
• No additional funding
• ½ FTE: water specialist

SITUATION:
• High obesity & SSB
• Some well contamination
• Income disparity
• Immigrant population

AUDIENCES
• General public
• Medical community
• Policymakers
• Schools
THANK YOU

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