AGENDA

• **PR – What It Can and Can’t Do** 15 minutes
• **The BEST** (budget, effective, simple tools) 20 minutes
• **PRESS** 5 minutes
• **SOCIAL MEDIA** 10 minutes
• **MEASUREMENT** 5 minutes
• **TOP TIPS** 15 minutes
• **Q&A** 15 minutes
What is PUBLIC RELATIONS

• Public relations is more than managing the flow of information between an organization and its publics.
  ➢ It is a communications discipline that engages and informs key audiences,
  ➢ builds important relationships, and
  ➢ brings vital information back into an organization for analysis and action. It has real, measurable impact on the achievement of strategic organizational goals.

• Public relations and publicity are not synonymous; publicity is a small subset and specialized discipline within public relations, and may be part of a larger strategic plan.
EARNED MEDIA vs PAID MEDIA

Earned Media

• Press coverage
• Blog posts
• Panel participation
• Speaking engagements

Paid Media

• Advertisements
• Advertorials
• Distribution Service Placements
• Sponsorships
• Underwriting
EARNED MEDIA TOOLS

MEDIA ADVISORY

exacting summary with short order specifics

Who: Names and Titles

What: Summary Graph (repeated in info)

When: Day and Date and Time (time zone)

Where: Streets, Building & Room

WHY: Summary Graph – “the hook”
FOR IMMEDIATE RELEASE
March 10, 2006

CONTACT: Your Name
(202) 872-7825, YName@nea.org

Keep Main Headline to One Line and Use Active Verbs
Subheads Aren’t Always Needed, But Can Help Explain the Secondary News Item

DATELINE, CHECK AP STYLE—The lead must spell out the news peg quickly and succinctly. Imagine what you want the lead of tomorrow’s news story to be, and use that. A trick is to have someone ask what you are writing about: your conversational response is probably a good starting point. Constantly ask yourself, “What’s the significance of this?” Perhaps Lily is receiving an award, or Congress cut funding. Why does that matter?

“The first quote generally goes to Lily or the appropriate lead NEA voice on the issue,” said Lily Eubanks Garcia, NEA president. “It should be a quote, not just background material put in quotation marks. Reporters will only use one or two sentences, if anything, so keep it conversational, tight and unique.”

The third, fourth and fifth paragraphs are for elaborating the news peg you established in the lead. It may be helpful to treat the first sentence of each paragraph as a topic sentence, setting up an argument, with another sentence or two supporting it. For instance, if Congress just cut education spending again, here you can detail the vote, what was cut, and who sponsored the legislation.

Keep these paragraphs simple. In general, stick to one thought per paragraph. You don’t need to play all your cards here. The news release isn’t an exhaustive resource on an issue. It’s meant to give enough information to establish the news angle, and prompt reporters to call. So, don’t skimp on the facts and the details, but don’t go into the legal history of NCLB, or all the states that have considered school vouchers.

If needed, be sure to spell out why NEA is involved in the issue. If it’s a release on higher education, you might want to note that NEA represents XXX higher education faculty and non-instructional staff. Or, explain that NEA started Read Across America.

“Wrap up the release with a final quote,” said Weaver. “It may be Lily again. Or it may be the head of an organization we have it partnered with, or another NEA voice. Your strongest quote should be up top. If possible, end with a call to action, or a preview of what is to come. You want to reward the reporters who have read the entire release, and seal the deal by prompting them to pick up the phone.”

Whenever possible, link to supporting documents: www.nea.org/XXX

(more)

or

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The National Education Association is the nation’s largest professional employee organization, representing 2.5 million elementary and secondary teachers, higher education faculty, education support professionals, school administrators, retired educators and students preparing to become teachers.
EARNED MEDIA TOOLS

PRESS RELEASE
“wish you were there...here’s what you missed”

Who, When, Where.....

WHY: Makes the case/outlines the issues

WHAT: The “call to action”, Request, Position, etc.

INCLUDES BONUS TAKE AWAY(s): Quotes, data, statistics, factoids, additional info/sources
EARNED MEDIA TOOLS

OPINION EDITORIAL

“Reflect a specific point of view”

• Typically in Response to a specific issue or concern
• Succinct statement
• Open to response and/or critique
• Runs in a newspaper, usually on the page that follows the editorials.
Since most newspapers have a rotation of regular columnists who appear on this page, there aren’t many opportunities for articles by other writers, it is extremely competitive.

Editors weed them out ruthlessly, always keep in mind that the editors’ job is to serve their readers; they are usually not interested in providing a pulpit for someone to extol the company line on an issue.

They want articles that say something unexpected or new.
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Time is of the essence and timing is everything. Editors usually aren’t interested in a story from 2 or 3 days ago. They want to advance a story, always looking for the next angle or new information. It’s important to thinking about op-eds to look ahead. A pro-active message is much better than a reaction to what somebody else said.
• In the world of daily newspapers, time is of the essence and timing is everything. Editors usually aren’t interested in rehashing a story from two or three days ago, much less a week or two (that’s what letters to the editor are for). They want to advance the story, and they’re always looking for the next angle or bit of new information. So it’s important in thinking about op-eds to look ahead and try to anticipate when an issue will be in the news. A pro-active message is much better than a reaction to what somebody else said.
The length of articles varies, but 500 to 700 words is the typical range. If an article is accepted for publication, it will be for the exclusive use of the newspaper that prints it, although a piece can be reprinted later in certain circumstances.

Most of the time articles are submitted on spec, meaning someone must write the piece and then offer it to the editors, knowing that it probably won’t be published. On rare occasions, editors will solicit an article on a particular subject.
• It’s also important to remember that if you are fortunate enough to place an article, you probably won’t get another opportunity to appear in that publication for a while, so subjects should be chosen deliberately. Op-eds should be used to deliver important messages only.
<table>
<thead>
<tr>
<th>Primary Audience</th>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
<th>Pinterest</th>
<th>Instagram</th>
<th>Google+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday &amp; Friday</td>
<td>Wednesday - Sunday</td>
<td>Monday - Friday</td>
<td>Tuesday - Thursday</td>
<td>Saturday best day to pin</td>
<td>Focus on B2B only; 93% of LinkedIn’s audience is B2B</td>
<td>Focus on primary B2C audience</td>
</tr>
<tr>
<td><strong>Best Time to Post</strong></td>
<td>between 9 am - 7 pm (peak shares 1pm, peak clicks 3pm)</td>
<td>12pm for highest retweets, 12pm and 6pm for highest clicks</td>
<td>best post times 7-8am, 5-6pm; most clicks &amp; shares 10-11am</td>
<td>best time to pin 8-11pm; fashion &amp; retail Fridays 3pm</td>
<td>off work hours</td>
<td>9am - 11am</td>
</tr>
</tbody>
</table>
For success on Facebook:

• **Clear** – don’t assume people know the jargon
• **Concise** – your audience has a short attention span
• **Contrast** – tell me how this is different or new
• **Convince** – why is this important to my life?
DO:

• Make it worth their time – new, updating, useful

• Post when your audience is *most likely to be online*.

• KISS – Points Not Paragraphs

• Engage with your audiences – don’t let issues go unchecked

• Use your relations and friends to SPREAD THE WORD

• Close the loop on events and activities – what happened, what’s next

• Let people know where they can go for more information and how to get in touch with you – use your ABOUT
ADD PHOTOS & VIDEOS DIRECTLY TO FACEBOOK

Because of its growing number of auto-play videos, in August Facebook surpassed YouTube in total number of videos viewed on desktop in the U.S.

Facebook vs. YouTube - Videos Viewed (Billions) on Desktop

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2016 NEA National Leadership Summit | February 26-28, 2016 | Hilton Anatole | Dallas, Texas
ABOUT FACEBOOK GROUPS

• **Secret**: Only members can see the group and what members post. *Will not come up on search.*

• **Closed**: **Anyone** can see the group. Only members see posts.

• **Open (public)**: Anyone can see the group and what members post.
How TWITTER Works

- Micro-messaging -- send updates of 140 characters or fewer to followers. Share links, photos, video & more!
- Follow and create lists of people whose content you want to see.
- Use hashtags (#socialmedia) to index tweets about the same topic
- Optimized for smart phones – 75% of users access from handheld device
TWITTER Lingo

RT = retweet
MT = modified retweet
@ = tweet directed at a particular user
# = topic (hashtag)
DM = direct message (have to be following each other)
#ICYMI = in case you missed it
HT (or h/t) = hat tip
Via @ = a way to acknowledge content source
TWITTER TIPS

Tip #1: Be interactive. Ask questions, respond to followers, use the @ sign to get your tweets noticed by other accounts.

Tip #2: Experiment with time of day
- **Hour 1**: 92.4% of retweets
- **Hour 2**: 1.63% of retweets
- **Hour 3**: 0.94% of retweets
TWITTER TIPS

Tip #3: Experiment with link placement. One study showed that links in the first half of tweets may outperform links at the end.

Did you miss @Lily_NEA on @MHPshow yesterday? Here's the clip: on.msnbc.com/1K8dV0u Watch her talk #NCLB, testing and more.

The key to a stronger economy? Try closing the achievement gap bit.ly/1aeae9p #education
MEASUREMENT

Traditional Media Measurement
• Traditional media circulation (how many subscribers)
• Reach and Impressions – calculated by the industry
• Mentions
• Item for Media Analysis

Digital & Social Media Measurement
• Engagement
• Impressions
• Item
• Mention
• Reach
MEASUREMENT

Return on Investment
• Return on Investment

Communications Lifecycle
• Advocacy
• Awareness
• Intent to a specific action
• Registered preference
• Knowledge/Acknowledgement
• Relationship/Engagement
TOP TIPS

GENERAL GUIDANCE

1. APPOINT a communications chair – you **CANNOT** do it all….nor should you want to if you want to be effective

2. Include a review process that spreads the responsibility and accountability – NO DICTATION of the message – BIG IDEA FORM

3. ARCHIVE – Either online or an external drive – don’t recreate the wheel for releases and be a source for photos
   • FORMAT for clarity and reference:
     o NR_031516_LEG_ESSA
     o ADV_12.17.15_CandidatesForum

4. DON’T abandon the traditional – NEWSLETTERS are data rich sources and excellent Organizing tools
TOP TIPS

MEDIA

1. It’s all about relationships – don’t stop with reporters – get to know assignment desks, editors, publishers

2. Your issue is broader than “EDUCATION” – think and consider the metro desks, business, legislative/policy

3. If they don’t show...follow up with the release, an @mention, or offers of facts, materials, photos, etc.

4. Offer yourself and your information as a resource BEFORE you need them to cover anything

5. Everything isn’t a press worthy event – don’t wear out your welcome
   - Regular meetings and votes
   - Call to meetings
   - Membership drives

NOT PRESS WORTHY
TOP TIPS

SOCIAL MEDIA

1. Don’t mix your accounts – keep personal and business on separate devices

2. Use all of your bios/about/info space to talk about your organization – contact information, website address, FB Page link – don’t make them come look for you

3. Create synergy – what are you called...be consistent across platforms

4. Get permissions – at the beginning of a meeting, event or calendar year get a release form from everyone – keep it on file

5. Don’t rely on it has your only form of communication – you don’t own your account or your group
   • Ex. Constant Contact
   • Google Groups

6. Not a place for proprietary or secure documents
Q&A
Please complete the evaluation for this breakout session!

COM321