Media Advocacy
More than a Message
Key Media Opportunities

- News Media
- PSA
- Press Releases
- Paid Ads
- Press Conferences
Tools

• OpEd Page
• Letter to the Editor
• Talk Radio
• Television
• Local Cable Stations
• News Conferences
• Press Statements
• Position Papers
• Paid Media
• Online Petitions
• Social Media
Making Your “Pitch”

The Media Likes:
- Controversy
- Novel perspectives
- Broad appeal
- Interviews with experts
- Accurate, already compiled information
- List of resources to follow-up with for quotes, etc.

The Media Does Not Like:
- Stories that have “been done”
- Inaccurate information
- Doing all the research
Working with Reporters

• Timeliness, broad interest, and local pegs.
• Call reporters who may cover your topic BEFORE a story breaks.
• Respond quickly.
• Prepare press releases or fact sheets with complete citations to share with reporters.
• Speak in “sound bites” when possible.
• Be polite and accommodating.
• Never hassle a reporter, particularly one on deadline.
• Try to avoid the dreaded “no comment.”
• Don’t say more than you are asked.
Letters to the Editor

• Usually 200 words
• Don’t attach your letter; embed it in the e-mail.
• Responses should be sent within a day or two of the original article.
• Be timely, quick to the point, and point out your expertise.
• If possible, have op-ed authors already lined up.
• Consider preparing “Swiss-cheese” letters to the editor in advance.
• Once placed, pull it through on social media.
Op-Eds

- 600-800 word opinion pieces printed on the editorial page.
- Provide a brief bio identifying your expertise when submitting an Op-Ed.
- Consider meeting with the newspaper’s editorial board.
- The editorial board writes the unsigned opinion pieces.
- Advocates can “pitch” their stories to an editorial board which may result in a positive opinion piece being printed on the issue.
Paid Ads

• Earned Media vs. Paid

• Ads focused on policy can be particularly effective at delivering a very targeted, timely message. Name names. Put pressure on policymakers to vote yes on your bill.

• Congratulate someone for taking a tough stand, and challenge others to do the same.

• Facebook ads are affordable and measureable.

• Use your creativity and include compelling pictures or graphics.
Media Interviews

- Interviews are conducted in person, via phone, via internet and on- or off-camera.
- Ask the interviewer to provide his questions in advance.
- Send the interviewer your “one-pager” before the interview.
- Help them get the story right.
- Stay on Message!
- Be succinct in your responses.
Social Media Advocacy
Social Media Advocacy Model

**Pinterest**
- Social site that is all about discovery
- Largest opportunities: decor, crafts/diy, cooking, fashion
- Users are: 17% male, 83% female
- 20 million active users

**Twitter**
- Micro blogging social site that limits each post to 140 characters
- Largest opportunities: in the US
- But spreading slowly and steadily
- 5,700 tweets happen every second
- 241 million active users

**Facebook**
- Social sharing site that has 1+ billion users worldwide
- Largest opportunities: communicating with consumers in a non-intrusive way
- Users share 1 million links every 20 minutes
- 1 billion active users

**Instagram**
- Social sharing site all around pictures and now 15 second videos
- Many brands are participating through the use of # hashtags and posting pictures consumers can relate to
- 200 million active users

**Google+**
- Social network built by Google that allows for brands and users to build circles
- Not as many brands active, but the ones that are tend to be a good fit with a great following
- Most followed brand is National Geographic
- 540 million active users

**LinkedIn**
- Business oriented social networking site
- Brands that are participating are corporate brands giving potential and current associates a place to network & connect
- 25-35 year olds are the most active
- 79% of users are 35 or older
- 300 million active users

Statistics as of 4.25.2014  Designed by: Leverage - leverageagencymedia.com
Social Media

• Social media is a powerful trend that represents new methods for advocating.
• Amplifies advocacy efforts by potentially reaching more people, in more places, faster than ever before.
• Common platforms for advocacy:
  - Facebook
  - Twitter
  - YouTube
  - Pinterest
  - Tumblr
  - Instagram
  - LinkedIn
  - Blogs (Wordpress, Moveable Type, Typepad, Blogger)
• Know who your audience is, which social media platforms are most suited to that audience, and what results you hope to gain from your efforts.
Creating a Social Media Strategy

- Setting your objectives.
- Identifying the audience you would like to reach.
- Selecting the social media platforms you plan to focus on.
- Gathering resources and materials to share through social media.
- Appointing someone or a team of people to manage your social media presence.
Non-profits can focus their social efforts to drive awareness, share their story, cultivate donor relationships and open up two-way communication with advocates in ways never before possible.

Effective Social Media –
- Create and Join Groups
- Message your Contacts
- Direct Tweeting/ReTweeting
- Use #hashtags
- Tag Legislators/Stakeholders

Social media reaches more people, in more places, faster than ever before.