

# Creating an Awareness Campaign

## Reaching Out Toolkit

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## Section A –Working with the media: what can you offer?

### Knowing your story's worth

Journalists are always interested in new content for features or news articles. You will need to make sure that your story is interesting, engaging and well-researched in order to make it into the news.

A few examples of what you could take to media outlets:

- New statistics or data
- Commentary on recent events such as changes or statements from Ministers of Health
- Events
- Global news such as publications or statistics
- Human interest stories

## Section B – Identifying Useful Media

### Knowing your target audience

Before you choose which type of media to use, it is important to think about your audience. The type of audience you wish to target will affect the type of media you speak to.

For example, if you are targeting policy makers, you may wish to contact specialist political and healthcare media. If you want to speak to patients and the general public then newspapers, magazines and TV/radio would be your best option.

Once you have identified a target audience, you may find it useful to develop a media list of specific journalists that you can contact. Take a look at what type of news they typically cover to make sure you are speaking to the right contact.

### Which media to use?

#### Newspapers and magazines

There are two types of stories covered in these media:

- **News articles** cover current stories that can be ‘pitched’ to journalists at very short notice. They are likely to be printed in daily national or regional newspapers, online publications or broadcast on news bulletins.
- **Feature articles** are longer and more in-depth. Features are often pitched up to six weeks in advance, and may be published in monthly or weekly magazines, or journals.

Search online for local, national or regional newspapers. You may want to narrow your search to those which already have a health focus, or that cover the sort of story you will be pitching.

#### Radio and television

Radio and television are a highly effective ways to reach a large number of people. Getting your story out through these media could mean:

- Having it covered in a news bulletin
- Promotion of your event in community news
- Taking part in a talk show or interview

#### Blogs

Blogs are becoming increasingly popular ways of people getting news and there are thousands to choose from.

- **Finding blogs:** find out if prominent organisations you work with have blogs, such as universities, research centres etc. You can also search online for health blogs.
- **Researching blogs:** read previous posts and find out what they like to write about. This will help you show how your story is relevant.

### Social Media

Social media, such as Facebook or Twitter, is a great tool for distributing and sharing news with a wider audience. You could typically use social media to:

- Post links to stories to drive people to the news website or encourage them to share the story
- Engage the audience in your story by generating conversation
- Provide commentary on the story and ask people to participate

See **Section E** for more detail on what types of social media you can use.

## Section C – Writing a Press Release

Press releases need to be short, punchy, and full of information. Depending on your story, one page should be enough. Include quotes from prominent partners and supporters to give your story a human touch and remember to include:

- **Short title** of only a few words
- **Subtitle** which tells your story in a sentence
- An embargo **time and date** if your press release is issued in advance of the date you would like your story published
- **Hooks** (see below)
- **Boilerplate** (see below)

### Hooks

Hooks are what make stories interesting and relevant. Including hooks in your story will make it more likely to get picked up by journalists. Examples of hooks are:

- **Topical issues:** Link your story to current, newsworthy issues, such as government statements, recent outbreaks, health budgets etc.
- **Data:** Release a statement on shocking statistics, or use statistics to back-up your story. You could even use old data if you can provide a new angle or focus.
- **High-profile endorsement:** Support from a well-known figure, sportsperson or celebrity will help get your story out. Try to find someone with a strong personal connection to hepatitis, and ask for a quote, a photo opportunity, or invite them to an activity such as coordinating a charity football match.
- **Patient stories:** Case studies provide a 'real-life' perspective that draws people in to your story. Journalists may want to interview the person themselves, or you could interview someone and write up their story.
- **Pictures:** Adding pictures makes your story more eye-catching and may give journalists a better idea of if they would like to run the story.

## Finding data

The World Hepatitis Alliance website has a great resource section:

[www.worldhepatitisalliance.org/resources](http://www.worldhepatitisalliance.org/resources)

The World Health Organization website also contains lots of useful information:

[www.who.int/topics/hepatitis](http://www.who.int/topics/hepatitis)

## Boilerplate

At the end of your press release, it is good practice to write a boilerplate with some information about your organisation, contact details, website links and references. A boilerplate is just a short paragraph, to help the journalist understand more about your credibility and expand on the story if they want to.

## Press Pack

When sending out your press release, you may want to have further materials available for journalists, such as fact sheets, posters, pictures or logos.

## Information for your Press Pack

We've got lots of useful facts and statistics you can use to create your press pack. Take a look at our website to find [fast facts](#), [infographics](#) and statistics from the [Global Policy Reports](#)

## Section D – Contacting journalists

### Getting in touch – newspapers, magazines and blogs

Journalists appreciate professionalism, so follow these easy steps to help develop a relationship with a journalist

- **Use your networks:** Ask your partners for help with good journalists to contact. Pharmaceutical, political, or celebrity contacts are likely to have established relationships with journalists. The Alliance also has a global journalist database – ask us for help with who to contact.
- **Check your contact:** Find out exactly who you should call. The health or political writer/editor is often the best person to start with. If you're contacting a radio station, check the name of who deals with press enquiries.
- **How do they want to be contacted?** Find out their preferred method of contact – it might be easier to give them a call – not only will this help put you in their mind, it encourages building a relationship.
- **Be clear:** Let them know what your story is about, give them a short summary, leading with your 'hook' and ask them if they are interested. If you have any celebrity endorsement or a case study, let them know.
- **Email follow-up:** Follow up with an email including your press release, press pack and contact details.
- **Be available:** If a journalist decides your story is something they want to write about, it is essential that you are available for them to contact. They are working to very tight deadlines so may need your help to arrange interviews and gather further information. Give them your mobile phone number if you have one.
- **Monitor the publication:** Ask the journalist to send you a copy of the story. However, journalists often forget to do this, so keep an eye on the publication to check if it gets published.

### Getting in touch – radio and television

As with the above, check who you should be contacting, how they want to be contacted and how long in advance. If you are looking to get information out in a news bulletin, send over your press release as you would to a newspaper journalist. However, if you are hoping for an

interview or discussion, you'll need to convince them your story is relevant and interesting. You may want to send them:

- **Data** and why it is important (see **Section C**)
- **Why you are choosing to contact them now:** is there a specific event which makes your story relevant right now?
- **Spokespeople:** Let them know who they can expect to be speaking. Consider inviting a local doctor to provide a clinical perspective and try to get someone well-known to increase interest.
- **Information on helplines, screening/vaccination facilities etc.:** This will help listeners know where to go for help after hearing the broadcast.
- **Interview questions:** Offer to provide local prevalence data or information on local events to help journalists with their questions.



### Getting in touch – inviting journalists to an event

Inviting media to your event can be a good way to get your organisation coverage and show what you do. Search online for publications that write about local events or journalists who have written about similar things before. Get in touch with information:

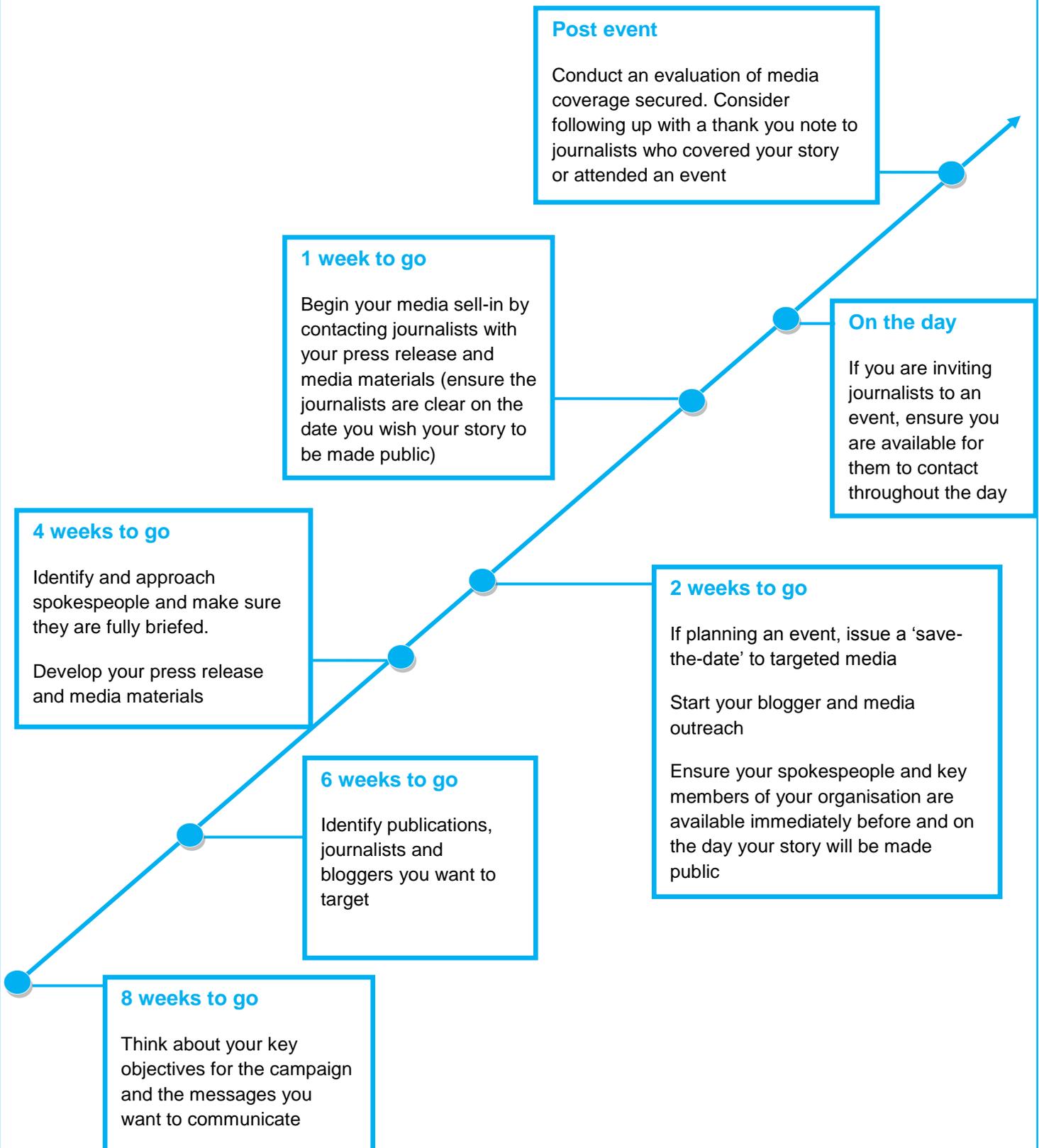
- **When and where** the event is being held.
- **Who is organising it:** Remember to add lots of information about your organisation including contact details, mission statement etc.
- **What makes this event special:** This may be the first time it is being held, or you may be achieving something impressive.
- **Which spokespersons:** who will be available to speak? Is there anyone well-known or famous who could talk to the journalist?



### Building a relationship

Try to build a relationship with key journalists; don't just call them once a year. Read their previous articles to understand their interests, call regularly and try to meet the most important ones whenever you can.

## Timeline



## Section E – Social Media

### Why use it?

Giving your organisation a social media presence can significantly increase the number of people you reach. It is a fantastic way to get news out about events, what you do, to post pictures and to engage new people with your work. Social media is also a great way to easily connect and build your networks, and to become an influential voice on hot topics concerning viral hepatitis.

**If your organisation doesn't have a Facebook or Twitter page, see below on how to set one up quickly and easily.**

### What social media to use?

Each social network has unique qualities and it is important to match your objectives for social media with these.

- **Facebook:** 1.23 billion people use Facebook worldwide. Many use it only to chat with friends; however it's also a great tool for getting people involved with your organisation and getting the word out about what you do.
- **Twitter:** Twitter is similarly widespread, with over 100 million users. Twitter is less about gathering support, and more about information sharing and commentary. Having a twitter account not only allows you to comment on big stories happening around the world, it gets the name of your organisation out there so people come to understand who you are.
- **Photo sharing sites:** Flickr, Instagram and Pinterest are all photo sharing sites. If you're part of an organisation which does a lot of events and regularly takes photos, these might be good media to use.

There are thousands of other social media sites you can use, each with its own benefits. Think about the sort of sites you and your networks use, and take a look at what other organisations have to help you decide which ones will help you reach the most people.

### How do I use these social media platforms?

The top two social networks explained:

#### Facebook

##### Setting up:

- Set up a page for your organisation, rather than a person. This will help you monitor how many 'likes' you get, and distinguish your organisation from its staff.

- To do this you will need to first sign up [www.facebook.com](http://www.facebook.com), then go to:  
<http://www.facebook.com/pages/create.php>
- You can add administrators to your page to allow more than one person to update it.
- Think about populating your page with pictures and events from the past, so people can see the sort of things you do
- Use your logo as your profile picture to help people associate with your branding

#### **Engagement options:**

- Follow Facebook pages to learn what people think and what they are saying about the subjects related to you
- Participate in conversations and supply information to existing groups, as needed
- Use Facebook to link to your website and any other online content you have created
- Use Facebook to host any video or visual content that you want to share

#### **How to maintain your page:**

- Update your page at least three times a week with interesting content such as photos, links, videos, visual content and information
- Comment on others' messages and posts to demonstrate your engagement with the community
- Make sure to encourage participation and discussion, for example through open ended questions or invitations to contribute

#### **Are there alternatives to Facebook?**

Yes; despite its massive global penetration, Facebook is not the only social network out there and, depending on which region of the world you are in, you may want to look at some of the alternatives.

**VK** (Originally VKontakte): A European social network which is popular in Russian speaking countries and Israel and has over 133 million registered users

**QZone:** China's most popular social network site, with more than 600 million monthly active users. Users can customize their blogs, keep diaries, send photos and listen to music

**Renren:** A Chinese clone of the Facebook platform. The platform looks and feels like Facebook in almost every way, has over 45 million monthly active users and 162 million registered users

#### **Twitter:**

##### **Setting up:**

- Set up an organisation twitter account by visiting the twitter website [www.twitter.com](http://www.twitter.com)
- Use your logo wherever you can to get people associated with your branding.
- Setting up a background can be tricky. Use a website such as this <http://ct-social.com/twitter-background/> to help if you're having trouble.

### **Engagement options:**

- Use twitter to follow conversations around topics in which you are interested.
- Follow other healthcare organisations, opinion-leaders or patient advocates
- Establish a profile and use this to drive interest in your patient group
- Drive traffic to your website or share blog content via tweets
- Publicise events or campaigns
- Maintain contact with audiences who choose to follow you and build relationships with community members

### **How to Tweet:**

- Respond to people – Twitter is all about a conversation so ask questions and reply to others
- Be interesting – make sure what you say adds value to the conversation and is something that would make you think or that you'd share

### **Are there alternatives to Twitter?**

The only real equivalents to Twitter are in China - these are called Tencent Weibo and Sina Weibo

### **Your organisation's voice**

Your social media outlet will become the face of your organisation very quickly, so be careful to think about the image you want to convey. Things to think about when posting:

- Do you want to be friendly or formal?
- Do you want people to come to you for news about your organisation, or to find out about viral hepatitis news, or both?
- Establish your protocols and responsibilities and ensure all team members are aware of them
- Do you want to be encouraging and personal or more objective about situations?
- Remember that anything you put out on social media may be seen by potential funders and partners!
- So be careful and think about your output – make sure what you say can't be misunderstood

### **Social media tips**

Try to post regularly to keep people interested in what you're doing. Use pictures and photos as much as you can. Use social media to drive traffic to your website by linking to your website pages and encouraging people to find out more about your work.

## Section F – Evaluating your coverage

### Celebrating your success

If you are successful in your media outreach, make sure none of it goes to waste. Specifically with social media, good reach will increase your power with government and your attractiveness to funders so follow these three simple follow-up tips:

1. Review your media coverage and keep a record of the stories written
2. Make a note of the journalists who covered your story and keep a note of them for future events and media outreach
3. Consider sharing the coverage you have achieved on social media platforms to push your story even further