



## INCREASING AWARENESS THROUGH TRADITIONAL & SOCIAL MEDIA ENGAGEMENT

*Best Practices as Presented by IW Group and Weber Shandwick at the 2017 Hep B United Summit*

### Tips on Working with the Media

- Pitch relevant, timely stories
- Answer reporters' calls
- Deliver info before their deadline
- Provide easy-to-use resources
- Call immediately if story has errors

### Tips on Working with Asian Ethnic Media

- Provide in-language spokespersons
- Provide translated written materials
- Have an understanding of cultural interests and priorities
- Respect reporters' time and deadlines
- Provide one-on-one interview time for media
- Have b-roll and photos ready for follow up, where appropriate
- Provide all written materials in a Word document

### For a Good Media Relationship

- Make sure spokespersons are accessible
- Keep media informed
- Give them facts
- Be respectful of their job and responsibilities

### For a Bad Media Relationship

- Fail to respect their deadlines
- Don't return their calls
- Provide inaccurate or incomplete info
- Call repeatedly about your story
- Send them "fluff"

## MESSAGE DEVELOPMENT

### 1. Identify your audience:

- Who are they?
- What do they like?
- What motivates them?
- Where do they get their information from?
- Why should they care?
- How do we communicate with them?
- Where is the best place to reach them?
- When is the best time to reach them?

### 2. Test your message:

- ✓ Do the messages make sense?
- ✓ Does it work?
- ✓ Is it clear?
- ✓ Is it meaningful?
- ✓ Is it offensive?
- ✓ Hold an informal focus group
- ✓ Talk with friends and colleagues
- ✓ Role play and revise as needed
- ✓ Ask yourself, is it culturally sensitive and relevant?

## SOCIAL MEDIA

### DO'S

#### Content

- Be current and relevant
- Consistently communicate
- Write with intent
- Integrate efforts and messaging with other communications platforms

#### Audience

- Know your audience
- Build relationships and encourage interaction
- Increase reach and influence

### DON'TS

- Spam
- Overwhelm your audience
- Share only about your org
- Assign communications responsibilities to one person
- Post something you will regret later

## IS YOUR ORGANIZATION COMMUNICATIONS-READY?

#### Checklist:

- ✓ Is there a clear communications objective?
- ✓ Has a target audience been determined?
- ✓ What are your metrics for success?
- ✓ Which communications channel is most relevant to the target audience?
- ✓ Is there a process in place for media inquiries?
- ✓ Has a spokesperson representing the organization been identified for media?
- ✓ Has the spokesperson been media trained?
- ✓ Have key messages been developed?
- ✓ Has a media contact list been compiled?
- ✓ Do you have a media kit prepared?

#### Does your organization have the following resources?

- ✓ In-language capacity
- ✓ Social media management
- ✓ Media inquiry response
- ✓ Spokespersons
- ✓ Speakers bureau
- ✓ Event management