



**Public Relations Tips:**

**Press Releases**

Press Releases are a standard tool and a great way to communicate information to the media about your event and/or organization.

Tips:

- Provide relevant information in a timely manner (2 to 3 weeks prior to event) and be available to comment and provide alternative sources if needed. Also consider other events and happenings within the community and try to plan around those as well.
- Writing and formatting
  - Keep it concise and properly structured (one to two pages)
  - Top of the page – your organization’s contact name, email address, telephone number, fax number, and website
  - Also at top of the page - “FOR IMMEDIATE RELEASE” (unless it is not to be released until a specific time/day)
  - Headline – should be attention getting (often determines whether a release is considered or not)
  - Lead – important
    - First paragraph or two are considered the “lead” and also often determine whether a release is considered or not
    - Who, what, when, where and why (plus how and how much if necessary)
  - End - conclude the release with ### so the end of the release is clear
- Always proof for errors - also have another person proof the release before sending
- Photographs (high res)
  - Graphics can add greatly to a story and increase the potential of it being published.
- Distributing the release
  - Email, fax to the media or send to the **Rapid City Convention & Visitors Bureau** to release to the media for you (email contact: [rodriguez@visitrapidcity.com](mailto:rodriguez@visitrapidcity.com))
- See example press releases attached

## **Media Interviews**

Media Interviews are a great way to promote your own views and your organization; while becoming a local resource for information relating to your organization and/or event.

Tips:

- Choose your organization's spokesperson
- Develop key message points (for television/radio keep answers short; 10-12 seconds)
- Very important to prepare for interviews
- Be respectful of the reporters time
- Understand the audience (who will be hearing/seeing your interview)
- Determine what the interviewer is ultimately looking to report

## **Story Pitches**

Story Pitches are a great way to gain additional exposure and educate the community about your organization.

Tips:

- Consider Personal Interest, newsworthy stories and pitch to the media
- See examples of published stories attached (Coley Memorial, Usera Memorial)

## **Who to call:**

Call the media (TV, Radio, and Newspaper) and ask for the news director or news reporter and they will help you or direct you to someone who can.

## **Traditional Media:**

- Television, Radio, Newsprint, local magazines, and billboards are examples
- Ask about non-profit rates, discounts, and/or packages available

## 11 Tips on Promoting Events Via Social Media:

### 1: Plan and organize

Like with any marketing campaign create a plan;

- Identify your goals
- Identify your target audience
- Map your strategy out
- Expect things to change but leave slack in your plan to adapt

### 2: Create your event on Facebook

Include as much information as you can: title, date, time, and any other important details.

- Title
- Date
- Time
- Description
- Other important details
- Include important links

### 3: Set the viral sharing in motion

Now that the event has been created, you need to spread the word;

- Use the “Share” feature and post it on your personal wall and anyone else involved in the event
- Use the “Invite” feature and personally invite any number of your friends
- As people begin to RSVP to the event encourage THEM to share the event with all their friends
  - **Note:** Invite friends that you are sure would be interested in the event. Example: If a friend lives in Florida and it is a Rapid City event, they may not be interested.

### 4: Compliment your social with traditional marketing

Social media may be a powerful tool but don't just stop there, compliment it with a traditional marketing campaign, example;

- Posters
- Press Releases
- Digital Billboard
- Etc...

### 5: Tap into all channels

Don't stop with just Facebook, explore the many other social media venues. If you can reach someone in three different places, they are more likely to remember your event. Give your target audience NO excuse to not have heard about the event;

- Myspace is an excellent community for events involving music
- LinkedIn targets professionals
- Twitter

## **6: Update frequently**

As details change about the event, let your attendees know. Not only will this inform them but it pushes the event out to the Facebook feeds;

- Dates change
- New sponsors
- New events

## **7: Give people the opportunities to participate**

If you can get people involved in the event they will feel engaged and will more than likely help promote the event;

- Ask for volunteers
- Ask sponsors to get involved

## **8: Set the street team in motion**

Think of your fan base or RSVPs as a street team, mobilize them and give them the tools needed to help promote your event;

- Offer downloadable flyers to your event for them to email or print for distribution
- Offer incentives (if they hang a flyer and take a picture and post it to the event page give them free admission to the event)

## **9: Engage**

Don't just create an event. If fans comment, engage them and draw them into conversations. Give them reasons to post on your event wall.

## **10: Reminders**

Send frequent reminders to your fans about the event and keep it fresh in their minds.

## **11: Be Creative**

Think of unique ways of promoting the event;

- Create fun promotional videos to post on the event page
- Post relatable photos on the event page
- Get "supporters" of the event to change their Facebook/Twitter pictures to something related to the event, such as a logo
- Offer incentives to fans, like discounted admission if there is a fee

### **Contact Information:**



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