

# Don't be afraid to toot your own horn!

*How to use media to help you communicate your story,  
your way to your audience.*



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*Brought to you by:*  
Brandi Hunter-Davenport,

PA Library Association/PA Forward Project Manager

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MY WORDS CAME OUT FINE!  
THEY WERE PROCESSED INCORRECTLY  
BY YOUR BRAIN !!!



Retrieved <http://ifttt.com/the-power-of-miscommunication> 10.08.13

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Take a look...

**A**  
**walk in the**  
**the park**

Retrieved from <http://www2.cortland.edu/olm/Assets/1463306-4920-46de-8113-79d86ac15088.pdf>  
02.19.14.

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Retrieved from <https://thelittleworder.com/category/thiscommunication/>  
09.27.16.

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*“The single biggest problem in communication is the illusion that it has taken place.”*

~George Bernard Shaw

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*“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.”*

~Tony Robbins

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**How to get buy-in? Make some noise!**

You want people talking about what you're doing. How are you advertising?

- Social Media:
  - Facebook
  - Twitter
  - Linked In
  - Google Plus
  - Youtube
  - Flickr
  - Pinterest
- Public Relations Outreach
  - Photos
  - Press Releases
  - Flyers/informational materials
  - Newsletters, blogs, email distribution lists
  - Word of mouth



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**What does it mean to integrate your communication strategies?**



Retrieved from <http://encyclopedia.jrank.com/marketing/communication/IMC/IMC1.png>  
02.28.16

Defined as:

“The balancing of your communications channels so they work together, have a cohesive voice, and don't overwhelm your audience.”

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## How do you strike a balance?



Consider your overall goal in regards to the audience?

- Behavior change?
- Motivation to act?
- Engagement? Awareness?
- Embraced learning?

How does your overall objective differ from what the audience may want?

- Internet access?
- School/class credit?
- Access to work? Improved health?

*Find a balance between your objectives and you're that much closer to obtaining both of your goals.*

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## The key to all of this...

If the mechanism isn't right for your organization, your outreach methods, or your intended target audience, then **DON'T FEEL OBLIGATED TO USE IT!**




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## Question: Is your story or message...

- Timely
- Significant
- Tied to a prominent figure
- Revolutionary/innovative
- Unique
- Interesting/compelling
- Educational
- Helpful
- Emotional
- Impactful to the community
- Impactful to the economy
- Impactful to the audience
- Appealing to mass audience
- Offering new data
- A solution to a problem
- Trending

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### Enhance your messages by:

- Testimonials/personal stories
- Timely events/awareness month designation
- Credible resources
- Prominent sources
- New reports, studies and/or statistics



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### Always double and triple check!

Remember, when developing materials and before considering them final...

Whenever developing or creating materials for use, remember to double-check website addresses, phone numbers and logos with any partnering organizations to be listed.



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**Remember:**

Everything you say,

Everything you do...

It's all public relations!

It's all your brand.



Manage it well, communicate it well and yield the results you are looking for!

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Questions, Comments or Hallucinations?

**THANK YOU**

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