Don’t be afraid to toot your own horn!

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

Brought to you by:
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Take a look…

A walk in the park

“The single biggest problem in communication is the illusion that it has taken place.”
~George Bernard Shaw
What factors should you consider when speaking with the public and members of the media about your issue, project or program?
“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

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
  - Instagram
  - Pinterest
- Public Relations Outreach
  - Press Releases
  - Print/Informational materials
  - Newsletter, blogs, email distribution lists
  - Word of mouth

What does it mean to integrate your communication strategies?

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

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!

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
Enhance your messages by:

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

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.
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!

Questions, Comments or Hallucinations?

THANK YOU

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