

Communication and Media

Facilitators: Chris Farrell - CEO Cavendish Cancer Care

Amy Huxtable - Media Relations Officer, University of Sheffield

Workshop Participants: Approximately 15

Summary

Many organisations highlighted their need for help with the following:

- Getting their stories out to a wider audience
- How to advertise through social media and what they should be posting
- How to get in touch with the local media and how to showcase what they do through those channels
- For a lot of charities that deal with vulnerable people they were also unsure whether they would be able to share case studies and wanted some help around this.

Question	Workshop 1	Workshop 2	Flipchart
What are your main challenges?	<ul style="list-style-type: none"> • Increasing networks and followings • Utilising social media for those not tech savvy • Smaller organisations telling stories better • Communicating research findings – making a good story • How to get balance – evolving stories • Communicating with wider audiences, more people • Stigmas – using social media to change opinions • Access resources to create a positive communications strategy (no budgets for communications) • Communicating with an elderly audience who don't use online resources • Impacts – demonstrating impacts and targeting audiences not targeting everyone • Positive stories to promote the city – not enough of this how we do this • Branding an outreach 	<ul style="list-style-type: none"> • Communications are so diverse, how do we communicate with everyone? • How do we connect with local organisations and find out what they want? • Make connections with local community groups, how do we contact them? • What services are there to support charities on the ground? • How to engage with communications teams, promoting internally and externally • Communications strategies? • How can we generate evidence about research being effective? • What do journalists get excited about? • How do we use research to get the interest of younger people? • Challenges around terminology i.e. carers do not identify themselves as carers • How do online communications impact on isolated audiences that may not have access to online communications? • How to be successful when contacting the media? 	<ul style="list-style-type: none"> • How to increase social media network? • Balance • Branding and outreach • How to access charitable filming/photography • Impact • How to help smaller organisations tell their story better • Tips on communicating research findings in the media • What makes a good story (or how do you write one) • Raise the profile for Step Out Sheffield • How to reach more people? • Understand what is of interest to the media/journalists? • Learn how to effectively communicate with a wider audience – focus on elderly • How to access resources to support/create communications strategy for my organisation • Working on positive stories to promote the city and what's good and working in Sheffield

	<ul style="list-style-type: none"> • Focussing messages • Telling stories in a compelling ways – getting more supporters and funds • Managing communications when in multiple roles – other channels apart from Twitter etc. • Raising profiles 	<ul style="list-style-type: none"> • Media coverage is hit and miss, how do we get the media to respond? 	<ul style="list-style-type: none"> • How to effectively communicate how knowledge transfer could help communities via other routes then website presence • Telling our story succinctly and compellingly • Non-digital ways to reach people who don't use computers • Communication with wider and 'relevant' audiences i.e. patients, minorities, non-BBC audience!! • What does a simple communications structure look like – any tips for a complete beginner? • Predict what stories journalists want to share? • Connections • Sheffield carers • Different channels • How to reach our 'clients' when they don't know that they are carers? • How do we get journalists to respond to our press release/article and publish it? • More confident in what and when to send to get coverage – luck of draw! • How to best engage with communications team to promote things • The impact of communication/media taking the human touch out of communication • How to connect with local health care organisation • How can media/communication be used locally to impact on community issues – what resources are there to support? • Hear from others about successful communications activity • How to reach and communicate with all organisations • What's the most effective tool?
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<p>Key learning / suggestions from facilitators</p>	<ul style="list-style-type: none"> • Will this be of interest to other people? • Ask yourself “so what”, will external people be interested (target stakeholders for example) • Make sure communications are accessible – understandable, define your audience and write for them • Pick your pitch, who is your target audience and why? • Think who do you want to hear this? • Think outside the box, get messages out there using avenues you wouldn’t usually consider • Alternatives to a press release, photo’s, articles in the media. Contact news desks and community teams in the media, easy features that don’t take much work, more impact than a press release • Give newspapers what they want – pics to go with articles etc. • Who is the best spokesperson? • People want to know the impact, not the standard ‘CEO’ release, speak to the people who will benefit and are involved – passionate and enthusiastic • Case studies are key to coverage – third party endorsement, human stories • Confidentiality, case studies are difficult, work with journalists, change names, silhouette photos etc. • Be opportunistic and realistic, develop stories with your audience in mind. Bring to life the difference that you are making. Anything can be made interesting. Give life to what you do and why it matters • You can be opportunistic (raise awareness, look for awareness days). Find a story that feeds into that. Be accessible, journalists 	<ul style="list-style-type: none"> • Get case studies to evidence what you do, look at what is coming up in the calendar i.e. carers’ week. Journalists want unusual and interesting stories and will be grateful for the information • Contact these groups/media/social media accounts • Who will be interested in what you are doing? • When you’re pitching to journalists tell them what they need – 2 lines max • Give them photos and videos • Don’t be afraid to meet with journalists, tweet them etc. • Sheffield Star – my favourite place, picture of the week, drip feed the information and stories • A picture speaks a thousand words, make sure you have something to hand – show the human element • Have case studies prepped and ready • Think about the outcomes and end impacts that you want to get out of communications • Link communications objectives to key outcomes and impacts when evaluating communications strategies and activities. • Consider what is on the news agenda at the time, posts/stories may get lost at busy times and journalists may be too busy at the time – try again at a different time to maximise your chances of coverage • Mainstream media writes for an average intelligence of a 12 year old – make your communications easy to write about, don’t use acronyms etc. • People often want a positive or quirky story. • Journalisted – Website for journalists • Local media – details are online, contact appropriate journalists, be a consumer of the media you target • Be aware of writing styles, angles etc. 	
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	<p>will want people who are flexible and available. Be a voice for your organisation, you don't have to be an expert to comment on relevant news stories etc. Build good relationships with the media.</p> <ul style="list-style-type: none">• Different channels, use what you've got rather than what you would like to have offline media is cheaper. Social media is viral – think about how you can maximise your efforts when this happens. Coverage doesn't always lead to effects, how an impact can be achieved (call to actions etc.)• Don't be afraid to repeat messages, recycle items/content. Think about calendars, link to points of the year – natural milestones etc.• Resources, support others to tell your stories, people respond to people, collect snapshots of what's important. Get others to capture moments etc. Cost effective to give others the opportunity to tell their/your story.	<ul style="list-style-type: none">• Contradict previous article – “we have someone who can comment on that”, “we disagree, we think...” <p>5 W's</p> <p>Who</p> <p>What</p> <p>Where</p> <p>When</p> <p>Why</p>	<p>← Cover this in pitches / communications to media and journalists</p>
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