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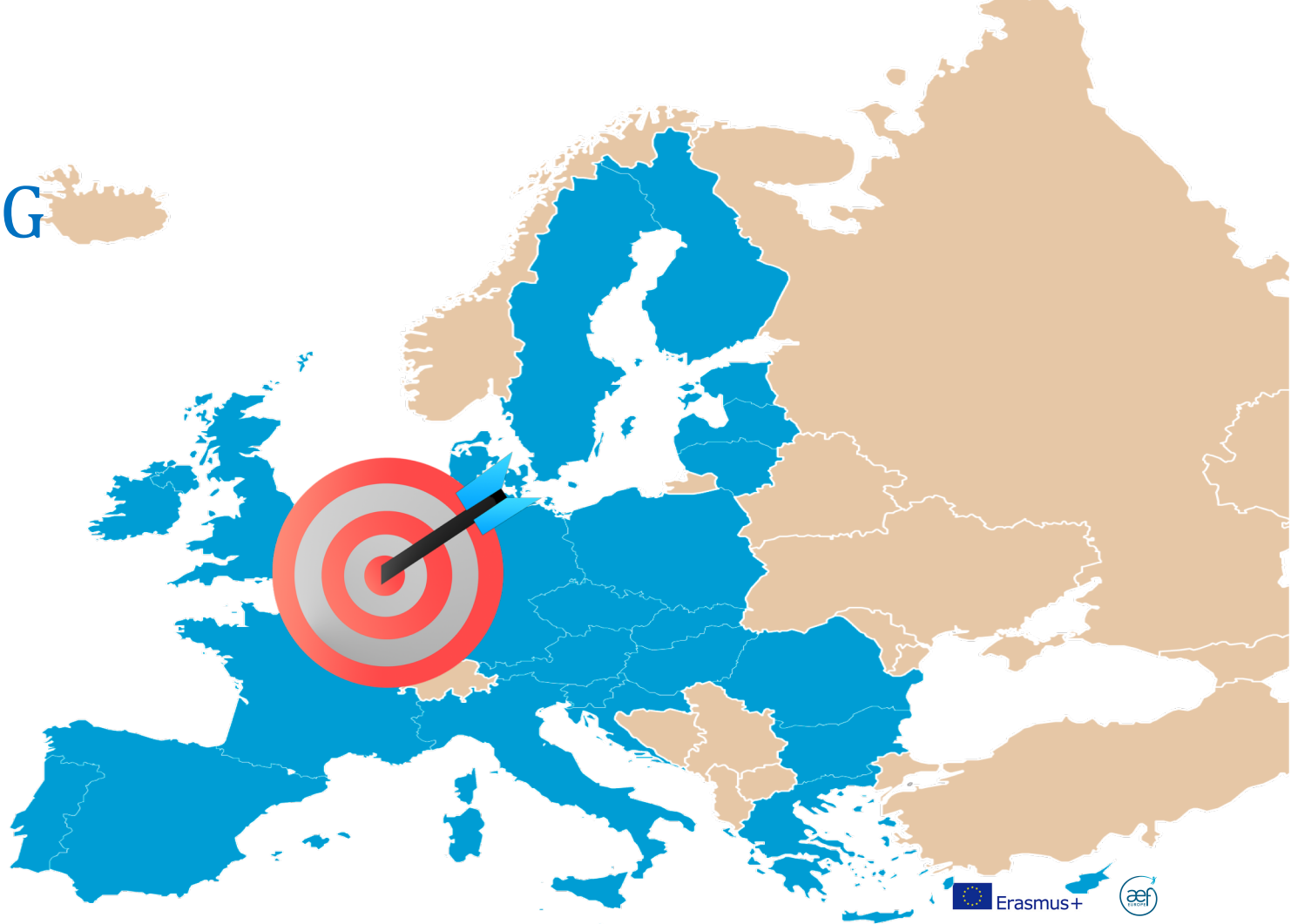




The use of and the relationship with the press

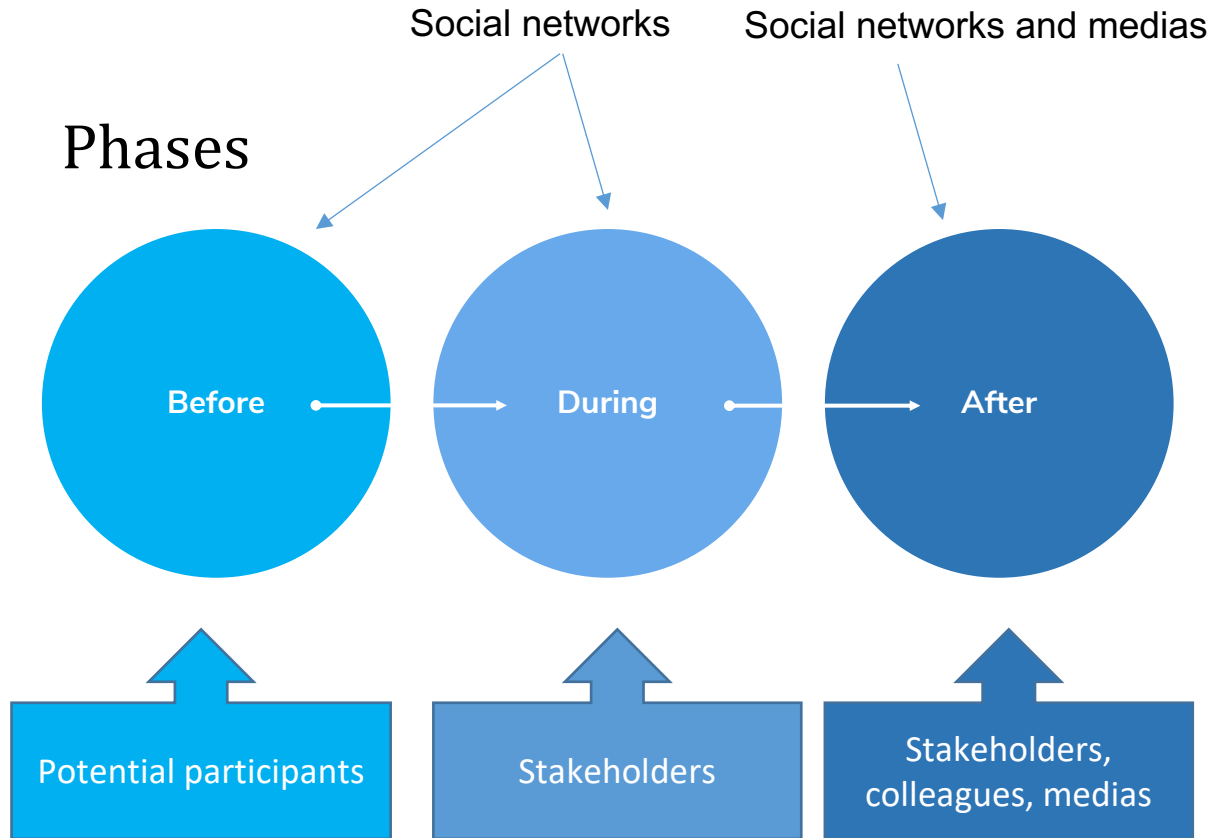
STARTING POINT

Identify your target

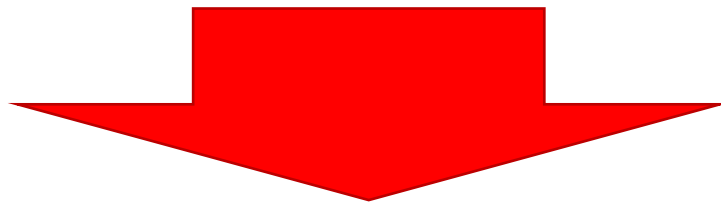


PROJECT

Phases



Is there a communication director in the room?



Reality check :
You are all involved in your
communication and that of
your project

Individual-media



PHASES

Before

Promote the activity, recruit candidates, promote registration

During

Talk about the project, highlight successes, share relevant information for stakeholders

After

Inform the outcome of the project, highlight the successes, thank the stakeholders, make widely known the benefits of the project



Targets



Communication
channels

BEFORE
Promote the
activity, recruit
candidates,
promote
registration

Understand and use the power of social media



I'm eating a donut



I like donuts



Here's a vintage photo of my donut



Here, I'm eating a donut

During

Talk about the project, highlight successes, share relevant information for stakeholders

Targets

Communication channels



Search Engine
Optimization



Editorial



Community



Showcasing the website

Put in place the winning conditions to be seen

Optimize your SEO

Start a blog ...

and feed it regularly by inserting lots of good keywords and relevant links!

Why? Because Google will love you more

Because you will generate traffic

Because who says traffic says interaction with potential customers

Create a dialogue
with your targets

Why? By publishing articles,
you will provoke
reactions and
interactions

You allow your
community to share

Do not forget to feed
general social
networks



Why? Your Facebook page is also a
showcase for your successes,
news, updates

The microblogging (Twitter)
allows to highlight your
expertise with influencers and
people interested in your
project

Like, share and other sharing tools



#hashtag



Notifications

Viral marketing often starts with social media: modern word-of-mouth

The advantage of the web:

- easy to measure (Click threw rate, conversion, Google Analytics)
- also because we can track (cookies)
- allows geo-marketing

The rise of temporary content



Stories (ephemeral ads) and live video are becoming more popular on Instagram, Snapchat and Facebook



In order to share experiences, more and more project developers are using these tools



Watch out for the media review: screenshots?



Targets



Communication
channels

AFTER

Talk about the project,
highlight successes, share
relevant information for
stakeholders

Importance of press relations

- The press relations sector is the most important sector of communications when you need to create a buzz around a project
- In press relations, most of the work consists in spreading information and preparing the various press events (interviews, press conferences, launches, etc.)

Public Relations 360

- Now, PR work is essential to both mainstream media and social media.
- PR 360: capacity of reaching all media (traditional and social).
- With common and distinct messages (adapted to each channel).

How to work with journalists

Journalists ARE NOT in the service of press officers



The press officers are there to
INFORM the media and influencers

Journalists love



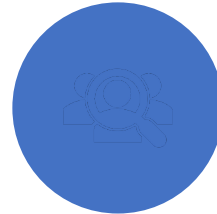
Exclusivities



Clear stories

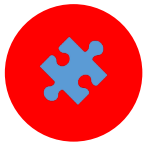


The news that
affects people



Targeted
information

Journalists also love...



Novelty and
perspective



Access to sources
and places

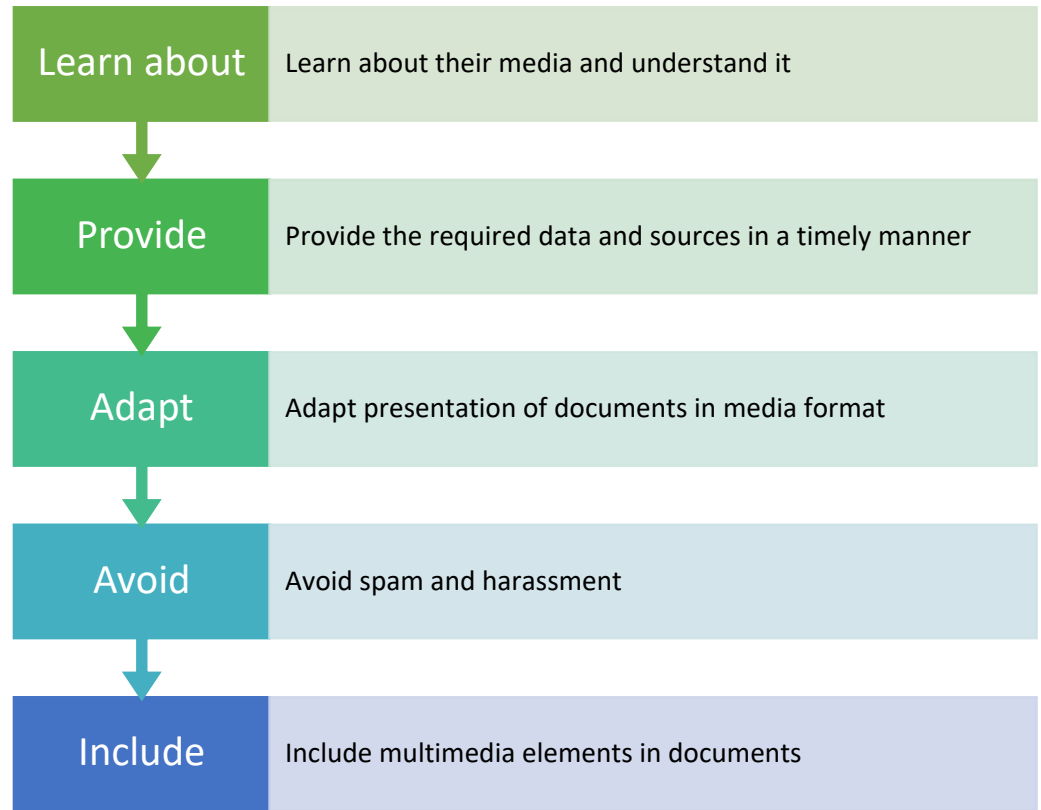


Honesty

Journalists hate

- To be handled
- To be manipulated
- Press conferences poorly organized
- Or any form of interference : "Can I see your story before it's published?"

How to build better relationships with journalists



Your Toolkit



Press List



Press
Releases



Press kit



Events

Press List

- The press list is the bible of any press relations specialist

How to build a press list

Identify the different categories (daily newspapers, weeklies, magazines, radios, televisions), web and traditional

Identify the key persons

Identify the journalists in your sector

Think local and national

Press Kit

- Press release summarizing the information
- Datasheet
- Biography of the key stakeholders
- Photos on a digital support
- Any other pertinent information

Press release



Information Tool



Serves as a reference for interviews



Summarize the information

Press Release

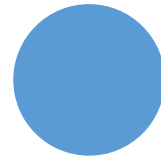
- Subject (title)
- Source
- First paragraph ("lead")
- Content of the press release

Press Release

- Basic rules to follow :
 1. One pager
 2. Logo
 3. Date
 4. Catchy Title
 5. The 5 W.
 6. A good resume
 7. Source and reference number

- Much less mass mailings but ... "Hello exclusivity and personalized approach;
- It is now the quality of the contact book that takes precedence over its thickness.
- A press operation must be surgical and focused on a relationship of trust between the journalist, the influencer and the relationist ".

The hyper-personalization of public relations



The final word

"Transparency, honesty and relevance of the relations will be at the heart of this work which is based on human relations".



MERCI!

pour votre attention

The word 'MERCI!' is rendered in large, colorful, block letters. The 'M' is blue, the 'E' is purple with pink horizontal stripes, the 'R' is orange with pink horizontal stripes, the 'C' is green with yellow horizontal stripes, and the 'I' is yellow. The exclamation point is teal. A dashed blue line starts from the left, loops around the 'M', and points towards a paper airplane flying upwards and to the right. A semi-circle of grey stars arches over the 'C' and 'I'.