

## Tips & Tools for Communications Professionals



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## Today's Agenda

1. Tips for News Releases
2. CivicInfo BC Tools You Can Use
3. Q&A

## The Ground Rules

- Please feel free to ask questions at any time.
- Any opinions expressed in this presentation are my own; shaped by my years with CivicInfo BC.
- If you disagree with anything I've said, I'm happy to engage in a respectful, open discussion.

## TRICKS & TIPS FOR NEWS RELEASES



## News Releases

- Many small news outlets don't want to re-write your stories.
- Provide fully developed text when you can.
- Tell an interesting story.



## Photos



- With news releases, provide pictures if possible.
- Consider using Flickr for photo sharing.
- Use an open license for sharing photos.

## Portable Document Format

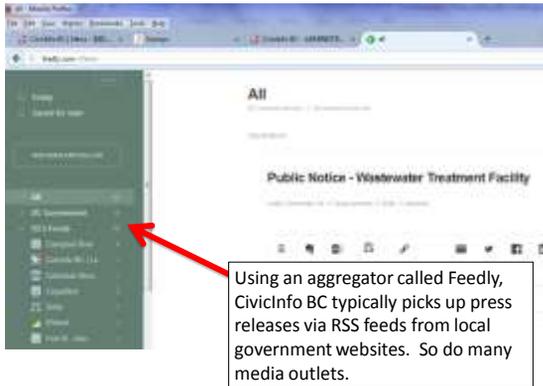


- PDF = "Please Don't Format" in this way. Not good for news releases!
- Creates an unnecessary barrier; makes document difficult for people to use.
- Plain text on web (or in email) is best, if possible.

## RSS Feeds

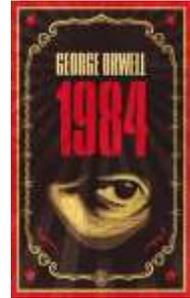
- RSS (XML) = Really Simple Syndication.
- Old technology, but still loved and used by media. Use it!
- Great for monitoring a large number of sources.





## Professional Tone

- We are all professional, neutral public servants.
- Aim for a professional tone, not political.
- Avoid writing in a style that could be seen as political propaganda.



## Recognize Social Media Limits

- Use it, but recognize that it's not a substitute for traditional channels
- Social media sites serve small niche audiences.



## Celebrate Success



- Tell your own stories, and don't ignore the good stuff!
- Far too common: local paper will report on something interesting from city hall; but the municipality is silent.

## TOOLS YOU CAN USE



## Submit a News Story

HOME / NEWS / SUBMIT A NEWS STORY

### SUBMIT A NEWS STORY

Have a press release to share? Submit it below. CIVICINFOBC accepts submissions from local governments and related public sector organizations, and stories that meet our editorial guidelines may be posted.

**First Name (REQUIRED)**

**Last Name (REQUIRED)**

**Phone (REQUIRED)**

**Email (REQUIRED)**

## News Release Archive

HOME / NEWS

### CURRENT NEWS RELEASES

Enter text to search (optional)

Between Dates:

Start:

and

End:

2007  
2008  
2009  
2010  
2011  
2012  
2013  
2014  
2015  
2016  
2017

17 items found

## @BCHeadlines on Twitter

HOME / NEWS / BC HEADLINES ON TWITTER

### BC HEADLINES ON TWITTER

Tweets

- CivInfo News Feed** (@CivInfo) #100hours - Regional fire anniversary video goes viral [http://www.civinfo.ca/2016/07/01/100hours-viral-video/](#)
- CivInfo News Feed** (@CivInfo) #BCX public agencies to business organizations and staff [http://www.civinfo.ca/2016/07/01/bcx-public-agencies-to-business-organizations-and-staff/](#)
- CivInfo News Feed** (@CivInfo) #BCX public agencies to business organizations and staff [http://www.civinfo.ca/2016/07/01/bcx-public-agencies-to-business-organizations-and-staff/](#)
- CivInfo News Feed** (@CivInfo) #FestValleyBC - Fun planned for Fall Festival launch [http://www.civinfo.ca/2016/07/01/festvalleybc-fun-planned-for-fall-festival-launch/](#)

## Contact List Generator



## Join Fellow Communicators on LinkedIn



## Your Turn Questions & Answers

## Thank You

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