



ENGAGING OUR COMMUNITIES

A Media Relations &
Social Media
Communications Toolkit

www.iweco.org



IWEco

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INTRODUCTION

The traditional media is an important primary target audience for IWEco outreach efforts as they are the means to reach a wide audience and because they highlight issues of national and regional importance. Social media is an important tool for advocacy, for sharing experiences and information on activities, and for promoting IWEco and the integrated approach it uses. In addition, it is useful for encouraging calls to action. Traditional and social or new media, effectively used, can also reinforce key messages and enable the Project to reach a more diverse audience. IWEco's Media Outreach and Sensitization efforts aim to:

- Create /heighten media awareness of the IWEco Project and the issues that IWEco seeks to address.
- Build an understanding among media practitioners of what is required to address them.
- Establish standards of procedure to enhance the efficiency and volume of IWEco's Public communications output via traditional and new media communication platforms
- Expand IWEco's audience base to deepen stakeholder engagement on the issues championed by IWEco, and to mobilise more people participation in related projects at the community and national level.

WHY This Toolkit?

When more people become aware of what we do, and understand how our work secures the present and future wellbeing of our communities, the reach of our communications will be exponentially multiplied. Digital technology represents the fastest growing channels for information consumption and has helped traditional media to become a more multi-channel by integrating with Facebook, Instagram YouTube and Twitter. So while news media remain an important communication resource for us, technology also places these new media platforms at our disposal. Therefore, we have more ways to reach and engage more people.

Our stakeholders are diverse. How much they know about our work depends on how we package our stories and where we tell them. To remain connected with all stakeholder groups, our content must be timely, accessible, relevant and relatable. Our aim is to ensure our stakeholders know we are working on their behalf, have easy access to our information and hear their views, voices and interests reflected in what we do and say.

This toolkit is designed to help communications personnel plan, design and package information for more targeted and rewarding stakeholder communication, using the full spectrum of traditional and new media. It provides a step-by-step guide grounded in best practices to help communications personnel as well as those who communicate on behalf of the project, fully leverage digital communication tactics to maximize reach.

WHO Is This Toolkit for?

This toolkit is primarily for project teams, partners and personnel who are responsible for, or engaged in communications about the IWECO Project. It is also a useful tool for persons involved in projects similar to, but not necessarily specific to IWECO. Toolkit users would include personnel in national sub-project management units, governmental agencies, and Civil Society Organisations (CSOs).

This toolkit assumes that projects and project teams already have an explicit communication strategy and/or plan, with objectives, audiences, messages and partners clearly defined. As such, the toolkit is intended to help in the implementation of that strategy / plan, with a focus on media relations and the optimal use of social media.

How Was This Toolkit Developed?

The Toolkit was written by Barbara Jacobs-Small of PANOS following discussion and initial inputs at the IWECO Project's Regional Media Strategy Workshop held in May 2019 at the Asa Wright Nature Centre in Trinidad. Among participants in the Workshop were representatives of IWECO's Communications Partnership – CANARI, PANOS, PCI Media Inc. and Caribbean SEA. We hereby acknowledge their contributions, as well as those of other Workshop participants, which have helped to make this a practical and relevant resource.

WORKING WITH TRADITIONAL MEDIA

Traditional media refers to radio, television and print. Traditional media remains an important primary target audience for IWEco's outreach. There is a nexus between the aims of IWEco's stakeholder communications and the role of the media i.e. to educate and inform. Because of the issues and activities dominating IWEco's work and mandate, we are well positioned to become a value partner for editors, reporters and independent journalists.

“The role of mass media is one of the most important factors underlying the knowledge of environmental problems... Regarding the issue of environment awareness, media plays a vital role in spreading the true message. Along with bringing it into the hub of debates and discussions, it tries to suggest alternatives to people and policy-makers... The awareness on environment has shown multiplicity of results in the form different issues of livelihood rights, of displacement and rehabilitation, of sustainability, of pollution led damages and its control etc.”

Ruksana Saikia

“Role of mass media in creating environmental awareness”
National Journal of Multidisciplinary Research and Development

Understanding The Media

It is important to understand that media professionals are guided by distinct principles, best practices and constraints. The media does not exist to facilitate any single special interest group. Building a mutually beneficial relationship with the media requires an understanding of who makes up the media, how they work and what constitutes value to them.

CATEGORY	WHICH Ones we can work with	WHO'S WHO In the newsroom	FORMATS Commonly used	WHAT The media wants
Print	Newspapers Online News sites	<ul style="list-style-type: none"> • Editors • Reporters • Independent columnists 	<ul style="list-style-type: none"> • Media Advisories & Media Invitations • Press releases • Opinion pieces • Feature series • Fact Sheets 	<ul style="list-style-type: none"> • A breaking story. • An exclusive story. • An old story with a new angle. • A “soft” news story e.g. stories of human achievement against the odds, “the small man empowered” etc. • The human impact clarified. • A story that fits their brand and appeals to their specific audience. • Photographs with suggested captions • High resolution photos for magazines. • Reporters and bloggers also want stories that help them build their careers and increase readership.
	Magazines	<ul style="list-style-type: none"> • Editors • Reporters • Independent columnists 	<ul style="list-style-type: none"> • Press releases • Feature articles and column series • Fact Sheets 	
	Industry journals	<ul style="list-style-type: none"> • Editors • Writers • Independent columnists 	Feature articles	Columns and features by thought subject specialists and reputable leaders and experts.
	Organisational Newsletters	Communications officer	<ul style="list-style-type: none"> • Links to content • Content in Infographic format 	Editorial summarised with appeal to their audiences.
Electronic	Radio	<ul style="list-style-type: none"> • News & Current Affairs Editors • Reporters • Features producers 	<ul style="list-style-type: none"> • Advisories & Invitations • Press Releases • Fact Sheets & backgrounders • Interviews • Oral testimonies 	Press releases and contact information to reach a spokes-person for a voice clip.
	Television	<ul style="list-style-type: none"> • News & Current Affairs Editors • Reporters • Features producers 	<ul style="list-style-type: none"> • Press Releases • Fact Sheets & backgrounders • Interviews • Oral testimonies 	<ul style="list-style-type: none"> • Press releases and interview to secure “talking head” voice inserts. • Relevant footage/cutaways. • Supporting videos.
	All groups	<ul style="list-style-type: none"> • Media events (familiarization tours, briefings, conferences) 	An up-front look at the issue	

Unique Characteristics That Matter

At a glance

Limitations

PRINT

Print also includes newspapers, magazines, newsletters



- Can be accessible online with platform integration thus offering wider reach
- Complex information can be communicated
- Best at permanence. Once printed it becomes part of the permanent record.
- Best for figures and in-depth data
- Portable/ can be read at leisure
- Can be subjective (editorials, news agenda)

- Poor at immediacy. Today's news tomorrow
- Limited sensory stimulation
- Caters to the literate (do people read newspapers?)
- Limitations in physical distribution
- Information cannot be updated
- Cheap to print, expensive to advertise
- No control over the positioning of your story in an edition of the paper

RADIO



- Best at immediacy. Breaking news in minutes
- Most pervasive, every home has one and portable via cell phone and data
- Prime source for local information
- Engages a wider sensory range – sound, music, talk, sound effects
- Repeats news at least 3 times a day
- Cheaper to advertise than print and television
- Offers programmes for a range of target groups

- Time (3 words = 1 second)
- Worst at permanence. In one ear out the next
- Worst for figures and in-depth data
- Short self-life
- Demographic limitations based on type/brand

TELEVISION



- Second best at immediacy. Breaking news hours
- Prime news source
- Prime source for local information
- Engages a wider sensory range – actuality, sound, music, talk, sound effects
- Obtrusive medium
- Good at graphically representing detailed information or complex ideas
- Newscasts are now also retrievable online

- Long lead time
- Cost (expensive to produce, costly to secure non-paid airtime outside of news and features)
- Short shelf-life
- Least pervasive

TIP

Radio and TV carry programme slots oriented to public education and current affairs, to expand on issues surfacing in the news. Programme managers would be receptive to pitches for programmes that bring the issues advocated by IWEco to public attention. This is an access our network of subject matter specialists.

Working with Media Professionals

The important things to know:

The Media:

- Deals in stories – in words, pictures, sound to bring each story to life.
- Work to deadline. Bringing a newscast or edition out takes time and involves a process.
- Are industries – they need to make money. Their ratings help. Good journalism pushes ratings up and attracts the advertising that subsidises the publication of your story.
- Appeals to Justice, Equity, Inclusion, Aspiration, Fair play, Right and Wrong, Irony, Humour, Pride, Common-sense and Nonsense, Timing.
- Wants audiences - Newspapers and magazines want readers, TV needs viewers, Radio depends on listeners.

The Journalist/ News Reporter:

- Must produce a story that is newsworthy.
- Has daily deadlines to meet.
- Does not have the final say - the decision to publish rests with the editor.
- Does not write headlines – sub-editor or editors do. Note too that a particular story may not be published/carried, or may be carried partially.
- Doesn't like to cover the same story that appears/ recurs in a short period.
- Looks for an “angle”. An angle is something that will make the story distinctive to the audiences and distinctive from those of the competition.
- Works to very tight deadlines and needs quick responses to his/her inquiries.
- Has high-pressure job, often working long hours.
- Is also bombarded by other press releases, assignments, sudden/major events.
- Works best with those who develop working relationships with them.

Journalists:

- Are storytellers, not PR agents.
- Will choose a good story over a good lunch.
- Operate in a competitive market- you're selling, they're buying.
- Face a lot of pressure.
- Have professional aspirations to distinguish themselves in their field. That means consistently generating solid news stories on which they proudly place their byline.

You should:

- Get to know their medium.
- Always have key messages/info ready.
- Don't waffle – get to the point.
- Nothing is “off the record.”
- Never lie.
- Give something constructive even when there is no PR benefit for IWEco!

Building The Media Relationship



STEP ONE

Create and maintain a Media Contact List

Creating and maintaining an updated directory of media contacts is important to be able to access the news and add IWeco’s voice to an issue in the news. Studying the styles of different media houses enables you to understand how to frame stories that resonate with their editors. Importantly, taking note of reporters who are consistent in reporting good stories can point you to a potentially valuable connection.

Your media directory can include the following:

Media House*	Address	Tel/ Fax	Editor Direct email/ tel.	Reporter/s direct email/ tel.
* For print publications and newspapers, you can identify their schedule in the name box. E.g. daily, bi-weekly, weekly. Also research and include regional news services and journals. Some stories may have a regional scope or dimension that would be appealing to regional news services.				

- Study and understand the demographics targeted by the various media houses.
- Research media outlets for “good-fit” characteristics – evidence of interest in the environment, sustainable development, climate change, women/ gender etc. and ability and willingness to give prominence to these issues.
- Make note of specialist journalists. Look at what they have covered in the past so you are familiar with their work. An influential journalist is known by his/her work.
- Take note of the publication schedule of newspapers to time the dissemination of IWeco stories.
- Watch the programme slots that you would like to see IWeco issues and people featured on in the future.
- Include popularly subscribed electronic media shows which can provide visibility for IWeco initiatives.
- Research and include publications by environmental NGOs with wide membership on the Media list.

TIP

Regularly update your media contact list! Media personnel may shift their professional affiliation from one media house to another, or may move out of the industry entirely. Also, within the competitive telecommunications environment, mobile contact information may change as mobile customers exercise their options.

Work Your Media Contact List

By aligning IWECO's news media output with the interests, priorities and needs of editors and

journalists, we can forge win-win alliances. Editors and reporters will quickly begin to regard IWECO as a reliable news-rich source for good stories. This can translate into consistent coverage of IWECO's activities and inclusion of press releases in major newscasts and editions of the newspaper. An important first step is understanding the roles of the various players in the newsroom.

- It is important to know that editors decide what gets carried and when it is carried, and where it should be placed in the newscast of newspaper edition. They also determine which reporter is assigned what story and often set the tone for how an issue is addressed.
- A story for radio with a number to a spokesperson who is accessible to provide a voice clip has a strong chance of getting in the newscast. Similarly, a story for print with a captioned photo has already met an important requirement for inclusion in the papers. Likewise, editors appreciate it when you create opportunities for them to secure relevant footage to accompany a story for TV news. Providing good footage can get your story through the door.
- One or two reporters will invariably stand out because of their interest in certain issues. There are various social issues which are relevant to IWECO's focus areas – environment, climate change, sustainable development, livelihoods and vulnerable communities. Familiarity with a reporter's work can help you achieve two important outcomes -1) Receptivity based on mutual regard as the journalist sees that you follow their stories and are familiar with their work; and 2) positioning of IWECO as a potential news and subject resource.
- Resources permitting, create learning opportunities for journalists with a demonstrated interest in environmental issues, e.g.
 - Provide full or partial sponsorship to accommodate the attendance of a journalist at a high-level overseas conference where they deepen their knowledge of the issues, rub shoulders with regional peers and influential people from the sector, and importantly, from where they can file a range of stories. This accrues to their professional growth, experience and reputation.
 - Share information about accreditation opportunities which you think can be professionally beneficial to journalists.
 - Encourage journalists to enter and participate in professionally beneficial challenges where they can enter their work for recognition.
 - Invite journalists on accompanied visits to project sites.

Pitching Tactics:

In the smaller islands of the Caribbean where freelance journalists are not plentiful, the formal media environment has limited scope to “pitch” a story to editors outside of the **MEDIA ADVISORY** or **MEDIA INVITATION** mechanism. They are generally the same thing but called by either name. This tool helps to:

- “Flag” an upcoming project activity which alerts editors to schedule it for news coverage
- Influence news angles (through which organisational key messages can be filtered) when you send out media invitations and advisories.
- Alerts editors to the availability of other stakeholder groups to be present or who have vested interest in the issue and can add their voice to the issue. This addresses the editors’ need for balanced reporting.

TIP: When issuing either of these tools, first identify a hook or angle. Include a ‘lead’ paragraph (your hook) to get the editor’s attention. List “Coverage Opportunities” which matter to the editor e.g. interviews, photo and video opportunities. Advisories/ Invitations should be forwarded via email at least 4 days in advance. Always put just enough information in a media invitation to attract interest. Too much information will mean they need not cover the event as there may be enough content to write a story without the hassle of sending a reporter. That is an opportunity lost to get IWEco’s Key Messages out.

- In the larger Caribbean islands where independent journalists work the news circuit, there is scope to directly engage to pitch a story. Journalists are interested in the following:
- Why is this story important?
- Is there conflict or controversy surrounding this issue?
- Does the story have broad appeal to the general public?

TIP: Answer these questions to communicate the value of the story to journalists and bloggers.

Finally:

Deal with rejection, there will be a million other opportunities. Remember, you also have options and autonomy via social media

Use this approach when drafting a Media Advisory or Media Invitation:

Anatomy of the Advisory	Tactics and considerations
Letterhead/Logo	Placed at the top of your Advisory or Invitation to authenticate the document and enable easy identification of the source.
Contact information	The name, telephone and email address of the communications officer in the event the reporter or editor has queries about the activity.
Date issued	Use this term to avoid confusion about the date the advisory went out and the date of the upcoming news event.
Standard Caption	Bold big font caption indicating what the document is, e.g. MEDIA INVITATION or MEDIA ADVISORY

Who, What, When, Where

Provide specifics about who is extending the invitation, what is taking place, when and where. E.g.

WHO: Ministry of Sustainable Development.

WHAT: Site visit – Decommissioned quarry rehabilitation project

WHERE: National Quarries Company Ltd. site in Guaico.

WHEN: July 10, 2019 @ 10 AM sharp

Synopsis of the news opportunity in one paragraph

This is where you can leverage an “angle” that will give prominence to the key messages you want to communicate and “hook” the editor. Identify your key messages and weave these key messages into a maximum six sentence introduction / overview / rationale for covering the event, e.g.

- Community Women at the forefront of forest and ecosystem rehabilitation in Valencia?
- Quarry operator redeploys a % of profits to rehabilitate acres of dead land in partnership with local communities.
- A coalition of private business, rural women, government and NGO are demonstrating the multi-sectoral approach to sustainable land use?

Coverage Opportunities

You can use Coverage Opportunities as a heading and under it include what these opportunities are e.g.:

- Before and After Footage & Photography
- Interviews with Quarry, Community, Govt and Community representatives
- Press kit

For off-site media events, indicate in fine print any courtesies that will be extended to reporting teams e.g. point to point transportation, protective gear, refreshments etc.

Pursue Thought-Leadership Positioning for IWEco

TIP

Always follow up with the editor after you issue a media invitation to ask whether they will be sending a team. Do not expect the editor to call or email you back to indicate their intentions. Given the manpower and time pressures newsrooms face, sometimes your follow-up call is what will likely ensure that your event is top of mind and that a team is assigned to cover it.

STEP THREE

News media are always on the lookout for non-aligned subject experts who are willing to lend their knowledge and their critical analysis to a trending issue, which may or may not have direct PR returns for their organisation/s. To effectively position IWEco as such a resource, communications personnel can do the following:

- **Call short press briefings** to flag potential stories deriving from developments unfolding on the global environmental front (in climate change, water resources management, sustainable development and related areas) and on breaking stories on the regional and international scene which have implications for the Caribbean or Small Island Developing States. The aim of these media briefings is to orient reporters about the issues, their implications, approaches to creating useful investigative stories and to point them to agencies they can engage, in the interest of balanced reporting.
- **Take a lead role in mobilizing stakeholder agencies to host roundtable discussions**, lectures and town hall meetings to coincide with the observance of relevant international observances e.g. World Wetlands Day, World Environment Day, Internal Day for Biological Diversity, World Water Day etc. International observances provide an opportunity to boost visibility, public awareness and education outside of the day to day PR effort.
- **Create an advocacy group of spokespersons and communicate IWEco's availability** to partner with influential, non-political stakeholder groups (Colleges, Chambers of Commerce, Environmental coalitions, Professional groupings) to host lectures, public and school debates and to deliver keynote addresses on topics which can provide visibility for IWEco, its mandate and thematic areas, case studies etc. Ensure media coverage is in place for these events. These presentations can generate news stories if they are thought provoking, reveal new thinking or new information, or sound a cautionary note with sectoral or national resonance.
- **Offer to contribute Opinion Pieces and feature column series.** Feature series can be a good strategy to be visible outside of breaking news releases.
- **Publish, Public, Publish!** Generate easy-to-understand content from studies, especially those with relevance to policymakers and grassroots communities, and publish them in the newspapers and industry journals. Most traditional media are also accessible online so there is added opportunity to generate visibility around published content by sharing links via Facebook and LinkedIn.

Remain Proactive

TIP

Jargon and Statistics: When & How

- Only use technical jargon with an audience of your peers e.g. policymakers, engineers, scientists
- Statistics add credibility, realism and memorability to your content.
- When using statistics:
 - Always reference sources to enhance credibility
 - Make a comparison people can visualize and understand e.g. "In the space of 10 years, 22% of agricultural land has been lost through quarrying, resulting in loss of livelihoods for 80% of the community. That is the equivalent of two cricket stadiums and the whole farming community of Valencia looking for new forms of livelihood."

STEP FOUR

A strong media presence relies on proactivity in our relations with media. Planning ahead is also strategic to achieving your visibility targets. Here are three quick tips.

1 - Monthly or Quarterly PR Workplans

It **is** true that failing to plan is planning to fail. Plans keep us organised, provide timely reminders and can be shared with those who have a role to play in realising targets. It is easy to be strategic and proactive with a monthly or quarterly PR plan.

- Create a **NEWS OPPORTUNITIES IN JULY** alert to news editors, bloggers and journalists.
- Give it any design as long as it is branded with relevant logos, taglines and hashtags.
- Flag potentially news-generating activities of which you are aware, which relate to the mandate of IWEco and its network of stakeholder agencies.
- Provide useful information such as:

WHAT'S HAPPENING	WHEN	WHERE	COORDINATING AGENCY	AFFILIATED AGENCIES	THEMES/ RELEVANCE/ WHO WILL BE IMPACTED

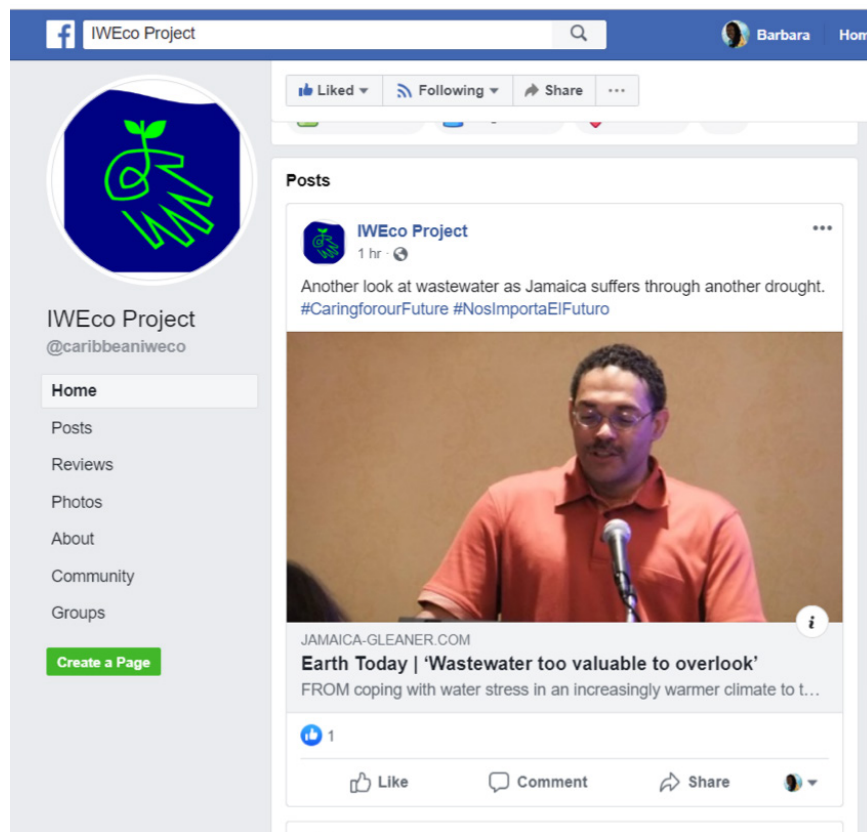
2 - Build

Commonly used MEDIA-GENERATING “events”

- Press conferences: To explain, clarify and present the coalition of stakeholders involved in an initiative.
- Press briefings: To orient about a breaking issue and explain what it means and where the stories are in that scenario.
- Unveilings – New project sites, pilot projects, partnerships etc.
- Site visits: E.g. Fact-finding tours, project monitoring visits that are sure to cite progress etc. It helps to get celebrities on your side/ as spokespersons/involved etc.

interest in

traditional media coverage via social media and expand the reach of stories carried in traditional media via social media by sharing the link to a story once it has been uploaded.



3- Get a celebrity who has aligned with “the cause” to lend their voice to an issue through the news. It helps if project highlights, or links to them, are visible at the top of webpage.



Remember:

- It helps if project highlights, or links to them, are visible at the top of webpage.
- Broadcast news needs soundbites; news for the press needs photos; Magazines need high resolution photographs (at least 2 megabytes in size).
- Your story competes with several others every day so focus on how your issue affects people's everyday lives and why they should care.
- Having invited the media on a field visit, help them to prepare by: providing background information, peer reviewed research and key interviewees.
- You are not always the sole source of a story. Be mindful of busy periods e.g. Budget, Christmas, Festivals.
- Your releases may not be treated exactly as you intended.
- Stay in touch especially when you aren't looking for something.

**The secret is to think like a journalist,
but act like a PR professional.**

The Role of Public Relations

**PR manages communications between
stakeholders (publics) in order to:**

**Develop
goodwill**

**Affect
public opinion**

**Improve
reputation**

Good PR creates

**Mutual
Understanding**

**Positive
Outcomes**

**Good
Long-term
Relationships**

Framing Stories

The best stories are often those which put a human face to an issue. Highlighting the human interest in a story will help IWEco connect with audiences at a deeply personal level, by evoking emotions like motivation, empathy, indignation, compassion, sympathy, respect, relief, encouragement, pride, fear, and/ or a sense of ownership.

“HUMANIZING” the issues

The technical nature and language associated with environmental management can become insidious barriers to comprehension for journalists. As a result, issues can be oversimplified, denying audiences the “real picture” behind what may look at first glance like purely technical or scientific issues e.g.

A COMMON PITFALL FOR MAINSTREAM MEDIA REPORTERS	CONSIDERATIONS	DEEPER ISSUES
Focusing the story on symptoms rather than root causes and on solutions.	<p>Focussing on symptoms will likely place the blame for the consequences being experienced at the door of the grassroots users e.g.</p> <ul style="list-style-type: none"> • subsistence farmers and soil erosion • women sustaining livelihoods from arts and crafts and loss of biodiversity • pig farming and water quality downstream <p>Case studies may be available that can demonstrate how different stakeholders' groups as using appropriate or new technologies to reverse or contain the problem.</p>	<p>Land Tenure (Policies or lack there-of) Social Equity Poverty Marginalisation of grassroots groups in the planning process</p>

TIP

Create opportunities for journalists to see a prevailing issue from another vantage point. Connect reporters / media with grassroots communities and CSOs who can tell their story from their unique perspective. Local communities are the best eye witnesses / to a changing landscape. Juxtaposing their recounts and perspectives with those of technical experts help audiences relate the evidence on the ground to the technical terms. Make the evidence available to support the story.

5 BASIC DOs for writing releases

1. Be clear – “Write as if you are explaining to your grandmother”
2. Write about topical/trending issues e.g. the link between water quality and cancer
3. Focus on how your issue affects people’s everyday lives and why they should care
4. Focus upon 4 – 5 key points (not 20)
5. Keep it simple. The more information you try to fit in, the more likely it is that your message will be murky to the listener/ reader.

The template outlines the step by step approach when writing a press release:

ANATOMY	CONSIDERATIONS
Letterhead/Logo	Placed at the top of your press release so news personnel can easily identify the source and also to place a seal of authenticity on the story.
“For Immediate Release”	Stating this indicates to news personnel that the story is cleared for publication with no holding period.
Headline and sub-headline	A strong headline may get past the editor with minimal edit once it grabs attention and sparks interest based on how it is structured. A good trick is to try to boil down the meat of the story as the main idea captured in a bolded heading, with an italicized, supporting line that highlights the “good news” (benefits or beneficiaries) in the sub-heading. E.g. “CIVIL SOCIETY SUPPORTS GENDER EQUALITY FOR HEALTHIER OCEANS” Caribbean women empowered to lead in shaping a gender equal future
Dateline	The dateline includes the City, Country and the date of issue, followed by a semi-colon with the “lead-in sentence following on the same line e.g. Castries Saint Lucia, April 11, 2019; Lead-in line
Body	Succinctly summarize the whole story, addressing the who, what, when, where, why, and how outline of the story. Subsequent paragraphs should fill in the details on these same elements. Go for a maximum 4- 5 short paragraphs, dedicating each to a new dimension of the story. While there are various tactics you can use to frame these details to provide a certain angle, stick to the facts only.
Quote/s	Add voices from an organizational representative to add weight to the story. If the story involves more than one organisation or group, do also add a quote from them if possible. If there are grassroots stakeholders implicated in the story, adding a quote from these groups can strengthen the appeal and the credibility of your story. The first hand perspective of a subject experts, community leader, or a constituent affected by your story gives it that editorial edge and demonstrates to editors that you understand and respect their requirements. Use quotes only to highlight and support the narrative.
Closing Statement	Close with elements which are less essential to the story

or “End”

This icon of the word “END” signals the end of the story. Try to contain the release within one page, however, if it is longer, insert “--more--” at the bottom of each page preceding the last.

Contact information

Indicate the availability of the communication point person in your organization who the reporter can call to request a soundbite or additional information. Doing this also communicates that IWeco is accessible to the media. E.g. Contact: Ms. Monica Rembert, Communication Manager, IWeco Tel: 758 451 5989; Email: mrembert@iwecogrenada.org

Boilerplate

A few sentences at the end of your press release about the organization and its mandate. This should be used consistently on press materials.

TIP

Maximizing reach – One Story, many pathways to multiple audience groups

Remember that one story can be re-worked to give prominence to different aspects and stakeholders featured in it. E.g: The same story could generate:

- A Press release for mainstream media.
- A short piece to contribute to an organisational newsletter
- A Case Study tailored to readership of a regional or international journal

Making this standard practice is a sure way to maximize the reach of the story. It’s all about pitching to a specific target audience, the angle you will take and how you can frame the headline and the Lead-in! The rest of the story will naturally follow from these two elements of the story.

AS A RULE: The Project URL www.iweco.org should be prominent on all content, for traditional and new media channels.

The Project website includes an **extensive photo gallery** which should also be promoted.

ENGAGING OUR COMMUNITIES VIA SOCIAL MEDIA

Social media refers to virtual communities and networks created by online users to share information, ideas, personal messages, posters, videos, documents, advisories, and other content of a promotional, educational and entertainment nature. Facebook, Instagram, Twitter and LinkedIn are the most popular social media platforms used by the diverse audience groups with which IWEco seeks to connect. Social media brings an unprecedented level of immediacy to IWEco's outreach. Moreover, due to its unmatched level of personalisation, people can interact directly with us and with the content we share.

“Social media has become an important tool for providing a space and means for the public to participate in influencing or disallowing environmental decisions historically made by governments and corporations that affect us all. It has created a way for people to connect local environmental challenges and solutions to larger-scale narratives that will affect us as a global community”.

Shannon Dosemagen,
Co-founder and Director of Community Engagement, Education and Outreach
of Public Laboratory for Open Technology and Science & Contributor to the
Huffington Post

WHY Social Media?

Social media has revolutionized communication, trumping all other traditional channels in reach, accessibility and interactivity. What is even more important is that this “new media” arena integrates beautifully with traditional media platforms, thereby maximizing how far information reaches, the volume of people who can engage with our published content, and myriad ways through which we can share ideas, photos, posters, infographics and videos. As a “social” arena, new media platforms bring an unprecedented level of personalization to IWEco's interaction with our publics, enables us to invite dialogue, and to create a shared experience for audiences.

6 REASONS TO USE SOCIAL MEDIA

1. 2 billion SM users worldwide.
2. Facebook most popular SM platform.
3. 90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers actively use SM.
4. Users spend an average 2 hrs. 22 min. daily on SM sites.
5. 500 million daily active Instagram stories uploaded worldwide.
6. 91% of all SM users access via mobile devices.

8 WAYS IWEco BENEFITS

1. Helps people **find us, connect** to our message and differentiate us from the crowd.
2. Shows the **human face** of our organization.
3. Communicates our distinct personality.
4. Keeps us engaged with current supporters and attracts new ones.
5. Enables us to **track issues**, public opinion and news, and **respond rapidly**.
6. Provides us with **low-cost, on-demand** learning opportunities enabling us to support peer-to-peer knowledge exchange and learning around our core issues.
7. Brings us in contact with potential **new donors, partners** and **volunteers**.
8. Best communication space for Calls to Action.

The 5 Ws Pathway of Social Media

Each Social Media platform has its unique demographic characteristics. 2019 data¹ reveal that 68 % of adult social media users use Facebook. LinkedIn use however, is dominated mainly by working age adults and university/college graduates. On Instagram, users under 35 years old make up more than 70 percent of the platform's close to 1 billion active accounts worldwide, but its most active users fall in the 18- to 29-year-old demographic. Interestingly, among 50-64 year olds, 21% also use Instagram. Even among 65+ year olds, Instagram users were found! Women tend to lead in the use of Facebook and Instagram, yet the spread of women vs. men on Twitter is relatively even.



To effectively exploit the potential and the opportunities of social media, it is important to understand these characteristics and trends vis-à-vis who we are trying to reach, and then concentrate efforts on the online platforms where our target audience groups are located.

¹ <https://sproutsocial.com/insights/new-social-media-demographics/#Facebook>

Our Social Media Audience

WHO & WHERE?

Protection of eco-systems, biodiversity and water resources concern EVERYONE. Therefore, our audiences are not narrowly distinguishable by age, gender or socio-economic levels. They are in government, Media, in rural communities, in the business sector, in the environmental NGO sector and Funding Agencies. Fortunately, most demographic groups use at least a mix of two social media networks, and even more subscribe to at least 3.


KEY:

Find the platforms most used by funders, decision makers, community stakeholders and regional and national institutions which drive policy; Track what they are publishing. Like and follow!



WHICH Platform/s?

Each social media channel has its uniquely different storytelling strength. Twitter is up there for unabashed ongoing dialogues with supporters. Instagram gives them a highly visual and intimate look at life - up to the minute - at IWEco. Facebook allows you to share a wide variety of storytelling content in larger soundbytes to a whole range of people. LinkedIn, with its professional voice, may be the best platform for building thought leadership.

WHICH ones we can work with	AT A GLANCE How it works for you
	<ul style="list-style-type: none"> → 1 in 6 people on the planet are using it → Generates M&E analytics → Facility to run contests → Accommodates multiple page administrators → Facebook tabs for business descriptions → Facebook ads and offers → Facebook Live → Facebook “Premier” alerts → Event creation with call to action → Facebook Chatbot

Instagram

- Has close to a billion users
- Mobile-based and on the go.
- High-quality feed, artistic platform, full of movement.
- Video feature
- Live Video (followers alert feature)
- Video supported Stories Features viewable for 24 hours.
- Can cross-promote across Facebook and Twitter.
- Instagram contests, and special promotions.
- IGTV App allows video creation
- Activity status tracker
- Easy to manage
- Hashtag-friendly
- Designed to encourage user participation

twitter

- Best used for advocacy
- Fantastic for real-time interaction, hashtags and geo-locations
- Conversations are more susceptible to virality
- Ideal for engaging in trending topics, thus increasing impressions and engagements.

LinkedIn

- 364 million users and counting
- 61 million LinkedIn users are senior level influencers
- 40 million are in decision-making positions.
- Excels as a search tool, recruitment tool and lead generation tool.
- Offers tools specifically catered to organizations in a way that no other social network does.
- Users specifically looking for great content to advance their personal careers or businesses professionally, or for partnership opportunities.

WHAT to post?

Rules & Tools of Engagement:

The content you post is as important as who it is intended for. Instagram is a highly image-based network. Facebook and Twitter are image-based to a lesser extent but allow for primarily text-based posts. Instagram and Facebook both accommodate video, while Instagram and Twitter are best to leverage the power of the hashtag. Think Visual! Your main aim in posting is to share valuable content that people want to consume, using the active voice for text posts, a mix of text, photos, video, and eye-catching visual aids like infographics and Hashtags for Instagram and Twitter.

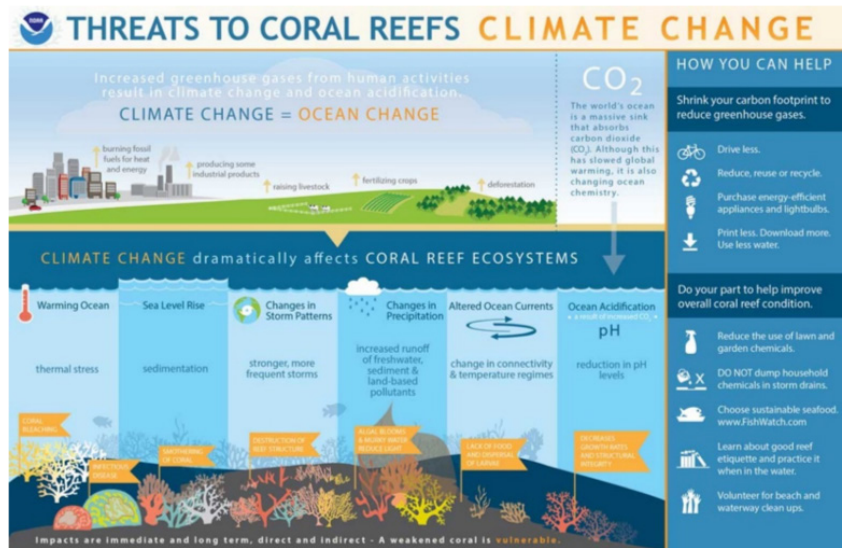
Hashtag: A word or phrase preceded by a hash mark (#), used in a message to identify a keyword or topic of interest, and facilitate a search for it. Whenever a user adds a hashtag to their post, it is indexed by the social network and becomes searchable by other users. (www.sproutsocial.com)

IWEcos hashtags are:

- #CaringForOurFuture**
- #NosImportaElFuturo**
- #iweco**
- #sdgs**
- #climatechange**
- #SDG13climateaction**

Infographics: A collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic. Infographics use striking, engaging visuals to communicate information quickly and clearly.

Learn to how to create infographics at:



TIP

- ➔ - DO: Keep it simple and to the point.
- ➔ - DON'T: Try to say too much with one chart.
- ➔ - DO: Surprise the reader with an unexpected twist.
- ➔ - DON'T: Use boring titles that tell everything in the first sentence.
- ➔ - DO: Use concrete visual metaphors.
- ➔ - DON'T: Use weird formatting to visualize data.
- ➔ - DO: Make your message believable.
- ➔ - DON'T: Show dry numbers without context.

Vertical Flow works best

HOW to post?

The nuts and bolts of smart and targeted posting is really in the “how”. There are 3 ways of handling this.



On Facebook:

- ➔ Use the project logo as the profile picture
- ➔ Treat your cover photo as a free Ad canvas that you can change every so often to keep things interesting.
- ➔ Invest in quality graphic design for your profile picture, timeline cover & tab icons.
- ➔ Facebook now accommodates a video option for use as your header visual – more scope to command attention!
- ➔ Give priority to uploading photos over posting links.
- ➔ Pin new photos and video to the top of your page.
- ➔ Tag people if you are allowed.

- Have multiple administrators from your team and teach them how to use the page. So everyone contributes content. You can always clean up, edit and tighten posts after them.
- Create an “EVENT” to promote a public or group activity. Add co-hosts to the event (i.e. other Facebook pages or personal profiles) so shows on these pages too.
- Be interactive. Make posts a 2-way conversation by asking questions and encouraging views, and, respond when they engage with your content.
- MONITOR how posts are performing.
- Boost posts for greater reach if you have the budget.
- Include a call-to-action in posts.

Remember that entertainment is a characteristic of social media. Find ways to tone down the inherent seriousness of the work we do, by bringing out the human element.



There is no such thing as DOWN TIME²

You can always find something to freshen the page, whether there is something happening or not. Delve into the archives or on a stakeholders' page to keep the page dynamic. Personal down time at your desk is an opportunity to:

Populate still unpopulated Tabs

Celebrate our history

Showcase unusual constituents.

Share on legislation that impacts our work – good or bad.

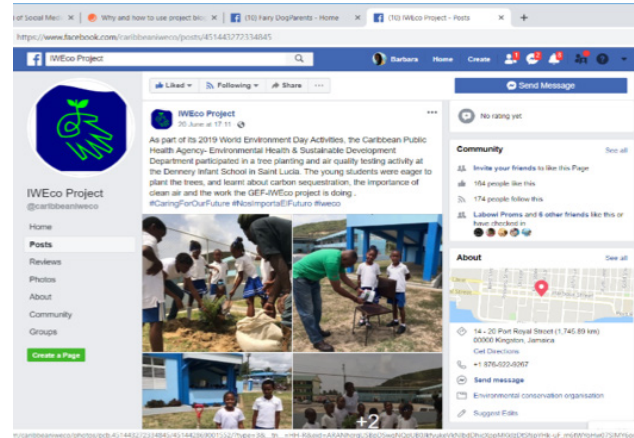
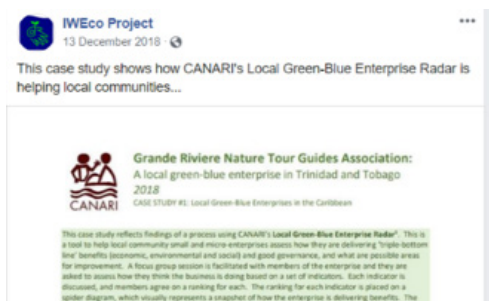
Launch a survey

Share the results

Remind and Educate

Share from stakeholders' page

Show what you're doing now if interesting or show your people hard at work.



Launch competitions., encourage feedback, announce winners.



2 Blaise Lucey – “21 Ways Nonprofits Can Use Facebook to Get Their Mission Across”. <https://blogs.constantcontact.com/nonprofits-use-facebook/>



Instagram is easy to manage, instant, hashtag-friendly and encourages user participation. This is why the population of Instagram users includes corporate brands, entertainment producers, government project units, churches, celebrities, NGOs, grannies, millennials and teenyboppers!

- Sign up for an Instagram for Business account which provides useful tools (e.g. analytics, contact button) not available to the personal account. Ensure your page is linked with your project's Facebook page.
- Be true to Instagram culture.
- Post aesthetically pleasing, creative and authentic content
- Use your Instagram page as a mini landing page/website
- Use infinity posting and post regular updates in Instagram Stories and IGTV instead. (Google Infinity posting is useful for a quick heads-up.)
- Showcase the people who bring IWEco /your project to life.
- Compose compelling "captions" to provide context to your content. A good caption is almost as good as an amazing photo.
- Follow celebrities who champion our causes so when they post a key message we can share like and share.
- Always give photo credit when reposting photos (from other pages).



QUARRY CHAMPION
"Aunty Marva"
#CaringForOurFuture



leonardodicaprio

Protect the Puelo River and keep it flowing. #SalvemosElPuelo #Chile
Photo c/o Puelo Patagonia

view all 1,201 comments

Add a comment...



@leonardodicaprio is both an actor and environmentalist. In 1998 he founded The Leonardo DiCaprio Foundation which is dedicated to the long-term health and wellbeing of Earth's inhabitants. Through collaborative partnerships it supports innovative projects that protect vulnerable wildlife from extinction, while restoring balance to threatened ecosystems and communities.



Our Hashtags:

- #CaringForOurFuture
- #NosImportaElFuturo
- #iweco
- #SDG13(climate action)
- #sustainabledevelopment

- The posts to upcoming observances. Stay within the 2,200 characters limit otherwise Instagram will cap it the limit.
- Use hashtags. They help increase new followers who like us when they see stuff they like when they post.
- Avoid “bashtagging” – IWEco prefers to cap it at 5, but when you only need 2, that is fine. Our hashtags aim to reinforce our main tagline, align our key messages with global movements on the same or similar issues, and with the Sustainable Development Goals (SDGs) the subject of the post falls under.
- Run ads to promote events if budget permits. Note that Instagram is owned by Facebook. Ensure your Facebook page is also a Facebook Business Page so you can run ad campaigns across both platforms simultaneously.
- Get familiar with Facebook’s advertising tools.
- Use **Instagram Stories** which also allows you to embed clickable links, so you can direct followers to a website outside the app.
- Use **Instagram Live** while major conferences and outreach activities are actually happening.
- Use **IGTV** to enhance your visuals. Note that video length allowances change frequently, but currently stand at 60 secs on the feed and 15sec for stories. For longer videos, use IGTV, but make sure you film your content in vertical only.

What is IGTV?

Instagram TV is an app within Instagram that gives users the ability to share videos that are up to an hour long – like a TV episode; and with the advantage of your users being notified when you share a new video.

How To Use IGTV

- 1 Download the IGTV app**
You will need this to create and share videos.
- 2 Create a channel**
Remember that only 1 channel can be created per Instagram account.
- 3 Film, edit & upload your video**
It's not possible to film within the app, you will have to upload footage that has been previously recorded by your phone or camera.
- 4 Add a cover image**
By default, the first frame will be the video's cover photo. However, you can replace this with a different frame or with an uploaded image from your device. You won't be able to edit this once the video is fully uploaded.
- 5 Add a title & description**
Be sure to make it brief and engaging. Maximise visibility and reach by including a list of hashtags in your description.
- 6 Link to your Story**
Cross promote your video by linking it to your Story. When someone views your Story, they can swipe up to view the video you've linked.
- 7 IGTV Analytics**
To view engagement and audience retention metrics click the ... button and then "View Insights".



140 Characters

“Just the right size for a big idea, a headline, or a timely observation.”

The NGO Handbook: Campaigning on Twitter

Be B.R.A.V.E.

Break news.

Rich media: Mix text with multimedia.

Amplify yourself: Ask explicitly for retweets or tags.

Value others: Do you see something that other people don't get to see? The “behind the scenes” view? Can you share it? Entertain.

Recommended:

TweetDeck or similar scheduling tool to schedule tweets.

Twitter Chats to network with others and ask questions of experts.

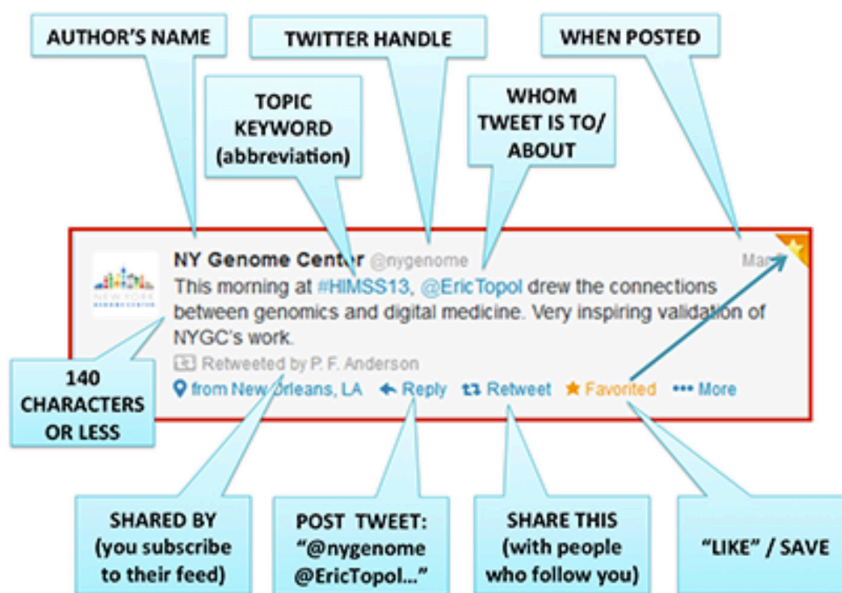
Twitter is an ideal platform for building thought leadership and to engage with sector influencers, sector peers and generally establish where you stand on issues related to our mandate. Your twitter voice will therefore line up to these aims. It should be **Insightful, Assertive, Confident, Mature and Entertaining.**

Twitter is a micro-blog, in the sense that it is ideal for opinion and news-sharing in small, easy to-absorb text-bytes. It is especially useful for breaking news because it quickly disseminates information.

- Follow and emulate influential global like-minded causes which have a robust Twitter presence and learn as you go.
- Follow people you know. Search their names or their @usernames.
- Search for accounts of people sending the type of Tweets you'd like to receive: breaking news, community leaders, and other campaign-related accounts.
- Reinforce messages with powerful, high-resolution imagery.
- Coincide tweets with the times your audience tends to be online.
- Use existing hashtags to make your posts part of the larger conversation. Ensure hashtags relate to your content in the way you intend. On Twitter 1-2 hashtags per post is best.
- Twitter allows for a maximum of 140 characters. But you can try to stay within a range of 70-120 characters, simply because shorter tweets get shared more often.

Anatomy of the Tweet

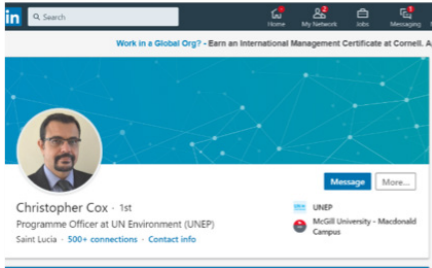
Source: “Backchannels and Scholarly Uses of Twitter: https://research.library.oakland.edu/sp/subjects/tutorial.php?faq_id=192”





LinkedIn is ranked by many as the most professional publishing platform and the definitive social space for executives and professionals. It is the virtual place to be for networking, prospecting for opportunities and leads, trading in knowledge and ideas. Yet among NGOs and Not-for-profit organisations, LinkedIn is the most underutilized and least understood.

Tips for LinkedIn:



- Get the most out of the project (Company) Page. Be detailed.
- Keep the tone of your posts professional.
- Hashtags here don't link to anything.
- Post compelling thought leadership material and it will speak for itself.
- Like, share and comment on other thought leadership material.
- Create a hub of information that is useful to your readers. LinkedIn audiences want knowledge content.
- Reach new audiences by encouraging colleagues within the IWeco network to get on and LinkedIn to each others' network. Every post about their work and professional experiences invariably promotes IWeco 's work, achievements and outreach.
- Get colleagues to update their profiles regularly. The better they look, the higher value is accrued to IWeco.
- If you have graphic design support, create background photos for both the project page and the pages of your project colleagues. This keeps everyone's profiles branded consistently to the project.
- Share the content of others and stay engaged by replying to comments, likes and shares.
- Join and participate in LinkedIn groups that are relevant to our causes.
- Stay on top of grammar and punctuation. Proofread your content before posting.
- Don't forget the call to action.

LinkedIn supports all popular media formats: Video Slideshare infographics. And allows for considerably more narrative than any other platform.

Creating LinkedIn Specific Content:

- Aim for long-form but not too long-form. 1900-word articles get the most shares, so aim for between 1700 – 2100 words.
- Focus on how-to posts and list style posts and steer clear of question posts.
- Keep it to 5, 7, or 9 headings.
- Titles in the 30-50 character range are ideal, with 40 being the best and the target you should aim for.
- Posts with exactly 8 images perform the best.
- Track your LinkedIn referring traffic to your website and blog. The click-through rate on LinkedIn is amazing, often higher than that for Twitter or Facebook, provided your content is good.

Source: <https://donorbox.org/nonprofit-blog/linkedin-tips-for-nonprofits/>

Follow top trending organisational users of LinkedIn and study their Pages to help get a sense of the community and what type of content they engage with.

United Nations Development Programme
[linkedin.com/company/undp](https://www.linkedin.com/company/undp)

UNDP 72,564 followers Following

Home Products & Services Insights

Recent Updates

UNDP Job of the day: Lead UNDP's Anti-Corruption efforts and ensure that the highest caliber policy advice and substantive support is provided to UNDP programmes in the area of transparency, accountability, and integrity. <http://on.undp.org/mU2b>

POLICY ADVISOR - ANTI-CORRUPTION

How You're Connected

1 first-degree connection
199 second-degree connections
11,197 Employees on LinkedIn

Products And Services

#ActNow, Save Later | actnowsavelater.org
In the last decade, almost one million people have been killed by

National Wildlife Federation
[linkedin.com/company/national-wildlife-federation](https://www.linkedin.com/company/national-wildlife-federation)

National Wildlife Federation 4,194 followers Following

Home Products Insights

Recent Updates

National Wildlife Federation Happy Birthday Thoreau! Share your favorite Thoreau wisdom with us!

How You're Connected

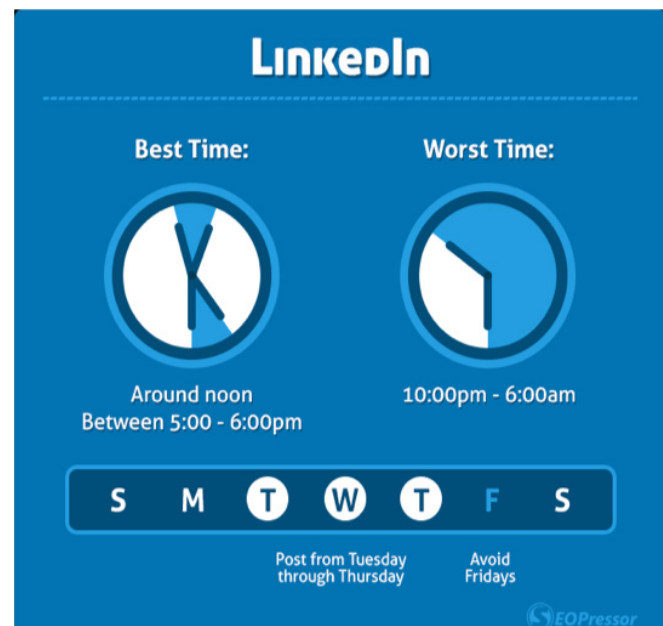
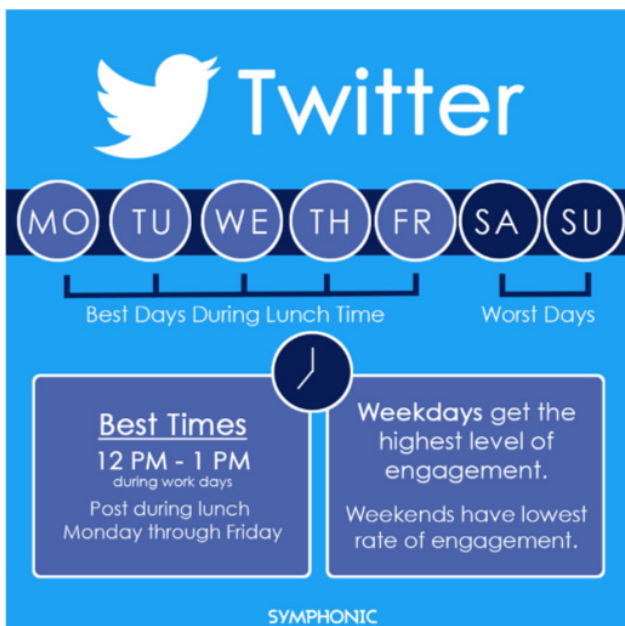
1 first-degree connection
183 second-degree connections
470 Employees on LinkedIn

Products

National Wildlife Catalog
<http://www.shopnwf.org/index.jsp>


WHEN to Post?

Social Media analysts have done an excellent job in identifying usage trends and patterns which provide a good guide on when are the ideal times and days to post. Admittedly, there is some variance in the recommendations from various sources, however, those featuring more consistently are:



WHERE to Go for Support?

Effectively managing social media accounts takes time. The good news is that there are a number of excellent tools which can help you make your presence felt 24/7. The only time you expend is in scheduling your posts in advance and the tool takes care of the rest. The secret weapon behind many a dynamite Facebook or Instagram Account is a good social media management system. We recommend Hootsuite.

WHAT	WHICH SOCIAL ACCOUNT CAN IT MANAGE	WHAT IT CAN DO	HOW DOES IT HELP YOU ³
	<ul style="list-style-type: none"> • At least 20 social networks. • Definitely Facebook, Instagram, Twitter and LinkedIn, WordPress blogs, Mailchimp 	<ul style="list-style-type: none"> • Monitor multiple social media streams in one place. • Schedule posts in advance. • Easily view analytics data. • Hootlet plug-in allows you to share information easily. • Social media listening. • Manage customer service on social media efficiently. 	<ul style="list-style-type: none"> • Save time. You can update all pages from your Hootsuite dashboard. • Monitor mentions about IWE-co or your project. • Communicate with your team. You can send an email or schedule a meeting straight from the Hootsuite dashboard. • Monitor page views, likes, followers, comments, shares, referrers, link popularity, and even analyze your fans based on such characteristics as gender, language and region. • Publish targeted messages to different portions of your network, cross-post messages across various accounts, publish to a single social media platform, re-blog content, and more. • Delegate certain tasks, including responding to comments and posts.

³ <https://www.socialmediatoday.com/content/6-things-know-about-hootsuite>

USEFUL RESOURCES... IWEco & BEYOND

→ **Caribbean Natural Resources Institute (CANARI)**

- Communication toolkits and other publications: <https://canari.org/publications/>
- Implementing climate change action: A toolkit for Caribbean civil society organisations
- Implementing climate change action A toolkit for Caribbean civil society organisations
- Communicating Climate change: A toolbox for local organisations in the Caribbean
- Communicating for Conservation: A communication toolkit for Caribbean civil society organisations working in biodiversity conservation

→ **Caribbean Public Health Agency (CARPHA)**

- <http://carpha.org/publications>

→ **Centre for Resource Management and Environmental Studies (CERMES)**

- CERMES Connections: E-newsletter distributed by University of the West Indies (UWI) Cave Hill Campus: <https://www.cavehill.uwi.edu/cermes/news/cermes-connections.aspx>
- CERMES Policy Perspectives: Policy briefs to strengthen the linkages between resource management, environmental research and policy processes in the Caribbean. <https://www.cavehill.uwi.edu/cermes/news/policy-perspectives.aspx>

→ **GEF IWCAM Products**

- <http://www.iweco.org/resources/iwcam-products>

→ **GEF IWEco**

- www.iweco.org is a major source of information on Project activities and achievements, photographs, publications and resources e.g. IWEco:Link quarterly newsletter accessible at <http://www.iweco.org/publications/newsletters>

→ **Global Water Partnership (GWP)**

- https://www.gwp.org/globalassets/global/toolbox/publications/technical-focus-papers/o4-caribbean_tfp_2014.pdf

→ **Organization of Eastern Caribbean States (OECS)**

- OECS News Bulletins & Publications: <https://www.oecs.org/sdu-resources>

→ **United Nations Environment Programme (UNEP)**

- United Nations Environment Programme (UNEP) Factsheets: <https://www.unenvironment.org/cep/resources>

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National Journal of Multidisciplinary Research and Development. ISSN: 2455-9040; Impact Factor: RJIF 5.22. Volume 2; Issue 1; January 2017; Page No. 01-04. www.nationaljournals.com

What Works Engaging the Public Through Social Media A guide from the NCCPE and network contributors. National Coordinating Centre for Public Engagement, November 2018

Working with the Media: A Toolkit for Service Providers Published by the Michigan Coalition Against Domestic and Sexual Violence 3893 Okemos Road, Suite B2 Okemos, MI 48864

Our Media Toolkit. Influencing through Media and Digital published by Migration Communication

Google sites:

<https://www.socialmediatoday.com/content/6-things-know-about-hootsuite>

<https://donorbox.org/nonprofit-blog/linkedin-tips-for-nonprofits/>

<https://blogs.constantcontact.com/nonprofits-use-facebook/>

<https://shanebarker.com/blog/best-facebook-marketing-tools/>

<https://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>

<https://www.oberlo.com/blog/social-media-marketing-statistics>

<https://sproutsocial.com/insights/how-to-use-hashtags/>

IWEco Information Resources

<http://iweco.org>

<https://sustainabledevelopment.un.org>

<https://www.thegef.org>

<https://www.unenvironment.org/cep/>

<http://carpha.org>

<https://www.unenvironment.org/>

<http://panoscaribbean.org/>

<https://www.pcimedia.org/>

<https://canari.org/>

<https://www.caribbeanclimate.bz/>



<http://iweco.org>

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