

# Let's get our voices heard: Leveraging social media & developing press release

Annie Baldauf, Communications Manager | July 11, 2018

# #ChatCEC

Let's chat about #SELS2018!

Special  
Education  
Legislative  
Summit **2018**  
Alexandria, VA | July 8-11, 2018



Welcome to **#ChatCEC!**

Your 2018 Special Education  
Legislative Summit experience.



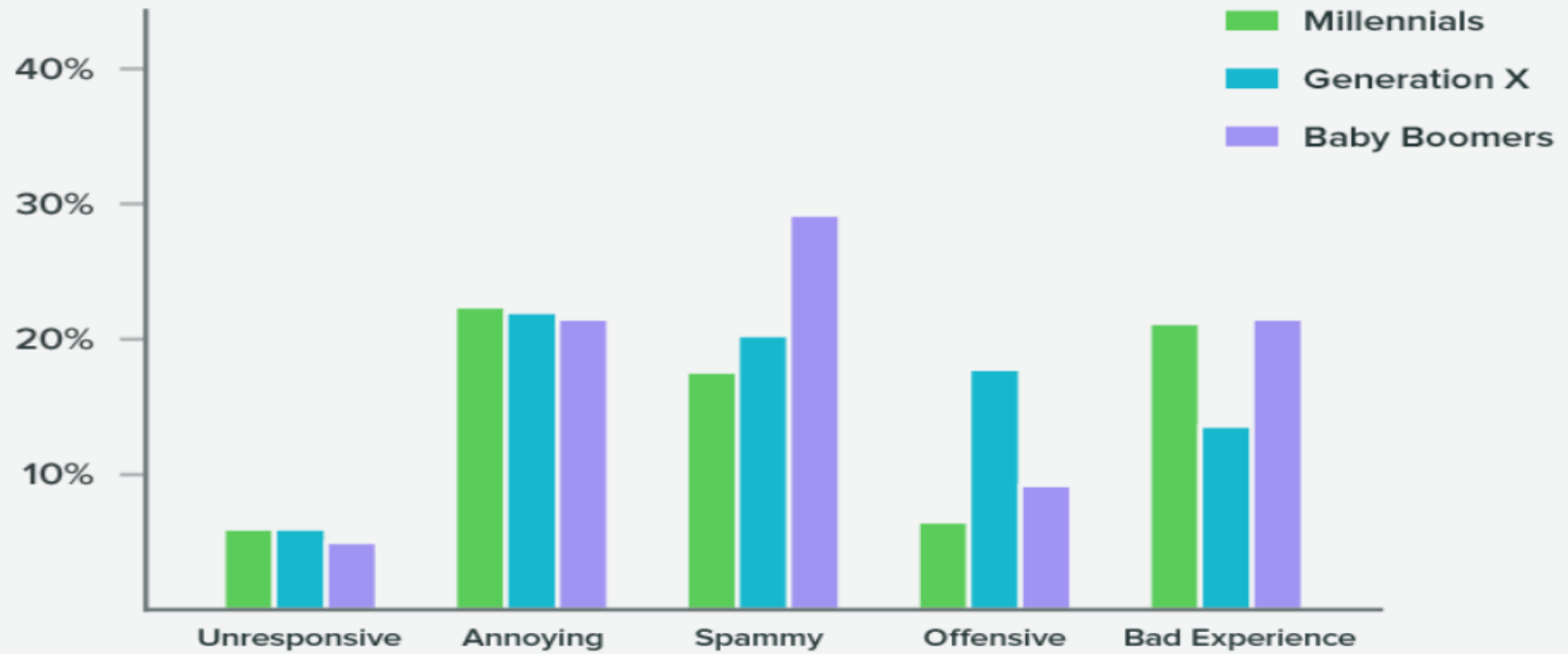
# Let's make connections and build relationships!

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- Build a social presence that your members and potential members can rally around.
- Use two-way communication (remember it's social media...be social).
- Share content that is high-quality and valuable to your members, but balance this with personalized interactions.
- Practice social listening.
- Connect with other users who are similar to you. What are they sharing?

# Brand Behaviors That Cause People to Unfollow

Q1 2017



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<https://sproutsocial.com/insights/facebook-organic-reach/>

# Twitter Tips



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- ❑ Experiment with when you tweet and how much you tweet.
- ❑ Engage more than you promote.
- ❑ Leverage what's trending.
- ❑ Become a resource.
- ❑ Use data to make decisions.
- ❑ Automate when it makes sense.
- ❑ Pay attention when someone @Mention you.
- ❑ Always be professional.
- ❑ Create branded hashtags.
- ❑ Review your copy.

# Twitter Tips



## Common abbreviations

- ❑ RT = Retweet
- ❑ Ss = Students
- ❑ Ts = Teachers
- ❑ ICYMI = In case you missed it
- ❑ W/ = With
- ❑ BTW = By the way
- ❑ TY = Thank you
- ❑ IMO = In my opinion
- ❑ CTA = Call-to-action
- ❑ FF = Follow Friday

### Trends · Change

**#4thOfJuly2017**

3,479 Tweets

**#MondayMotivation**

7,155 Tweets

**#ChrisChristie**

Chris Christie soaks up the sun on the beach he closed

**#StarTrekBreakUps**

**Boston's Logan Airport**

1,412 Tweets

**#Fight4OurHealth**

**Jaywalking While Black**

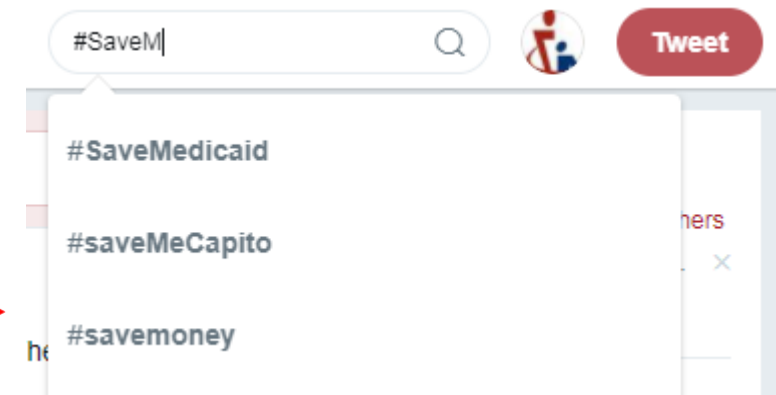
**America's Future Is Texas**

**#MeatlessMonday**

**Ann Wagner**

## What's trending?

## Search & find hashtags!



# Using Twitter to advocate

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**Maria Rosetti**

@msapelli

Following

Hoping to meet with AZ Senators and Reps to talk about the education of Ss with exceptionalities on July 10th...

#4specialeducation @SenJohnMcCain

@JeffFlake @RepOHalleran

@RepAndyBiggsAZ @RepMcSally

@RepRaulGrijalva @RepGosar @RepDavid

@RepRubenGallego @DebbieLesko

@RepSinema

1:51 PM - 25 Jun 2018



Erin Maguire and 2 others liked

**Kevin Rubenstein** @kdruben · 7h

Illinois has 14 people in Washington, DC for #SELS2018 ready to advocate #4SpecialEducation. Looking forward to great meetings with @SenDuckworth, @SenatorDurbin, @RepSchneider, @PeterRoskam, @RepBost and several others. #IAASE @casecec @CECMembership @CECAAdvocacy



Idaho CEC and 4 others liked

**Daniel Gulchak** @DanielGulchak · 7h

👉 Reaching out again to @RepDavid to visit on Tues July 10 with 3 constituents from 6th District and 250+ advocates #4SpecialEducation from @ArizonaCEC @CECAAdvocacy #SELS2018

**Maria Rosetti** @msapelli

@RepDavid would love to talk Ss with exceptionalities on July 10th... do you have some time for us?



**South Carolina CEC** @MySCCEC · 7h

@MySCCEC Gearing up to meet w SC Reps and Sens to advocate for Ss with exceptionalities! 7 of 9 mtgs confirmed! @CECAAdvocacy #4SpecialEducation #SELS2018 @RepSanfordSC @RepJoeWilson @RepJeffDuncan @TGowdySC @RepRalphNorman @Clyburn @RepTomRice @LindseyGrahamSC @SenatorTimScott





# Facebook Tips

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- ❑ Experiment with when you post and how much you post.
- ❑ Engage more than you promote.
- ❑ Schedule/plan out consistent content.
- ❑ Crowd source content to share spontaneously.
- ❑ Ask questions.
- ❑ Make sure your profile is recognizable.
- ❑ Make sure your images are properly formatted.
- ❑ Utilize insights resource.
- ❑ Make sure your profile is complete.
- ❑ Always be professional.
- ❑ Review your copy.



# Pulling it all together

## Facebook Campaign: 2 Types of Promotion



A total of 27,731 letters were sent from 9,486 advocates from CEC's Legislative Action Center.



- ✓ 2 email blasts to CEC members and customers
- ✓ Mobilizing CAN
- ✓ Policy Insider
- ✓ Twitter outreach
- ✓ Promotions from Units and Divisions

**29,439**

Clicks to CEC Legislative Action Center

**27,751** messages sent from **9,468** people

# Remember...

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**Social media allows you to  
advocate 365 days of the year!**



# A press release in a nutshell

A press release is an official announcement issued to the news media. The heading should contain action verbs, the first paragraph should answer the; who, what, why, and where. The press release should contain understandable language and a quote.

# Components of a press release



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1. Contact information – “For immediate release”; contact [Name], [Email Address and Phone Number].
2. Title/headline – One line, clear, action verb, and informative.
3. First paragraph – Cover the who, what, why, where, and how of your announcement, event, statement, etc...
4. Interesting quote – Include a quote that highlights the details.
5. Background information – Provide valuable background information.
6. Boilerplate – The last paragraph should be information about your organization and what it does.

# Distribution



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- Identify journalists at your local media outlets.
- Distribute the release via email.
  - ▣ Subject line = title or headline
  - ▣ Body = copy and past the press release text into the body of the email
- Leverage Twitter.
  - ▣ Put your release on your unit/division website to generate link.
  - ▣ Follow and engage with key contacts.



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# It's your turn!

[Let's look at your press release now.](#)