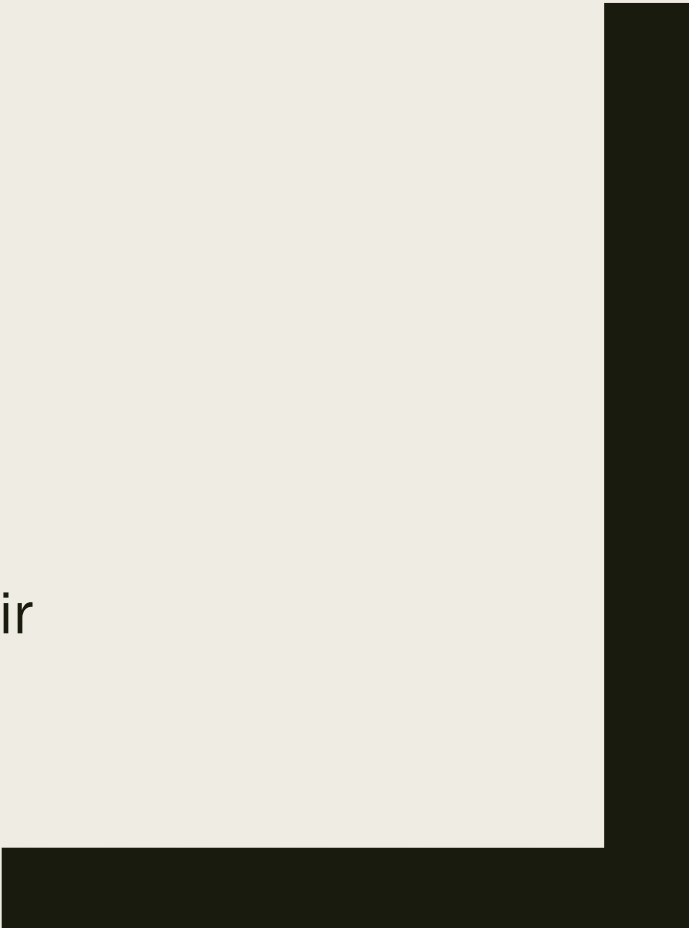




Being seen and heard

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Why do you want a profile?

- Helps with fundraising
- Helps attract volunteers/staff
- Helps secure govt contracts/funds and effect change



Who do you want to notice you?

- General public
- Potential volunteers
- Govt (central and local), agencies
- Potential funders
- Potential service users
- Media

Building a profile on a shoestring

- A BIG COMMS/MARKETING BUDGET DOES NOT = SUCCESS
- AUTHENTICITY + A GOOD STORY + THE RIGHT CHANNELS = SUCCESS
- DO THE BASICS WELL



Choosing the right channels

- Newsletters – database is worth gold
- Social media – a must
- Website/blog
- Mainstream media
- Key influencers
- Face to face w polities
- Partners

Newsletters

- Review the database
- Review the content
- Calls to action



Social media

- Stalk and lurk
- Make connections
- Unique content
- Calls to action
- Paid boosts
- Ask for shares



Website/blog

- Keep it simple, direct
- A great place to tell stories
- Have an opinion

BLAH...
BLAH...
BLAH.

Mainstream media

- Good media relationships take time and trust
- Become a trusted authority – a go-to
- Media follow social media
- Don't over use media releases
- Get advice if it goes pear-shaped



Who else?

- Key influencers
- Politicians
- Partnerships



Great content is key

- Identify good stories
- May come from staff/volunteers
- Be about your staff/volunteers
- About something in the news
- About some research in sector
- Milestones



