

Team Girl – MO content

Communications advice

Messaging

Before sending out your press release or publishing your social media posts think about the responses you could receive. Some of these will be positive, others might be negative.

Think up two or three key positive messages you want to focus on. Work these into your material. Next, think of negative points which could be raised. Prepare responses to these.

Sharing your material

Before sending out press releases look through your national media. Find the newspapers, magazines, TV and radio shows you would like to appear on. Consider alternative media, like podcasts, websites, blogs and vlogs.

Find the reporter responsible, send them your press releases, meet them and invite them to events.

Your press release

Before using images, quotes or putting a young person forward for an interview, ensure you have content from parents or guardians.

Keep your press release to a page long. The writing should be simple and make sense to someone who doesn't know anything about Girl Guiding or Girl Scouting. Try to include as many quotes and stories from girls as possible. Make it clear your organisation is an authority on girl related issues and willing to be contacted in future.

Attach a photo. It should be candid with a few girls smiling, rather than a large posed group. The minimum size should be 1MB.

Check with them two days later if you have not heard back. This could be a phone call or email to each reporter.

You should only send a press release for an important reason or occasion, for example IDG and the work you're doing for the international day.

Sharing on social media

Each platform has a programme to schedule posts. This allows you to write and schedule posts in to appear at a later time. TweetDeck serves this function for Twitter, Facebook's "page admin" area provides this for Facebook and Instagram, if your accounts are linked.

Each platform has a private messaging function. It's important to respond to messages as soon as you can.

Consult girls about what they want to see on your platforms. Have girls take over these platforms and share content from girls to ensure they see their experiences reflected.

- Website: Your hub for publishing long-form content in full. You can share your press release on here too.
- Facebook: A platform for conversation. Share material which will start a conversation and encourage your audience to interact.
- Instagram: The visual app. Focus on the best images for this platform.
- Twitter: Short, sharp thoughts. A nice snappy sentence or quote works best.

Speaking and interviews

The media may want an interview someone from your organisation. Once this person giving the interview has been identified, request detail on the theme and questions asked.

Potential questions and answers should be practised ahead of time. Think about the key positive messages you would like to get across in answers and how to respond to any negative topics. Keep responses short and simple, with clear, slow language. Speak in a strong, calm, confident voice.

Make the “why” of your topic clear. Why should people care about your organisation and its work?

When you are asked a hard question give a full and proper answer. Don’t divert or change the subject. Answer with a short, simple and calm response. Stick to the facts.

- Written interview: Give longer answers and treat this like a discussion. Focus on creating a personal connection and building a relationship with the reporter.
- Audio interview: Your voice is everything, be expressive and upbeat. Speak slowly, use simple language and keep answers short and to the point.
- Television or video interview: Where possible, avoid live interviews. Try to sit or stand in a relaxed and comfortable position. Avoid moving or using closed off body language.

If you have any questions, would like specific support or advice, contact the WAGGGS communications team on comms@waggs.org

Social media templates

Below are Team Girl templates for the week of International Day of the Girl which falls on 11 October. They are short and designed to fit in a Tweet, but can be expanded for other social media posts. You can also add photos, share your own content and other's posts.

Fill in the pieces **marked in yellow** to make the posts your own.

- October 6 – The countdown is on for #InternationalDayoftheGirl 2019!! 11 October is #IDG and we are proud to be celebrating with #TeamGirl, a network of 10 million girls in 150 countries.
- October 8 – This #InternationalDayoftheGirl we are marking it in [country] by [describe your project] #TeamGirl #IDG
- October 9 – Who is the bravest girl you have ever met? We want to know who is #unscripted or #unstoppable in your world #TeamGirl #IDG
- October 10 – We believe that girls should be #unstoppable. What barriers have you faced and how did you break through? #TeamGirl #IDG
- October 11 – Happy International Day of the Girl!!! Today we are celebrating the #unstoppable and #unscripted girls across the world! #TeamGirl #IDG
- October 12 – It's a whole year now until International Day of the Girl comes back around again. What will you be doing? #TeamGirl #IDG
- Along with these please share your own posts of the work your country is doing for this day.