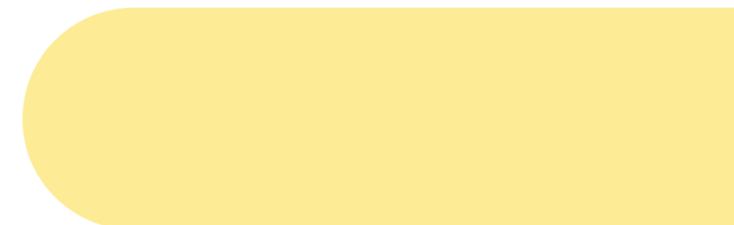
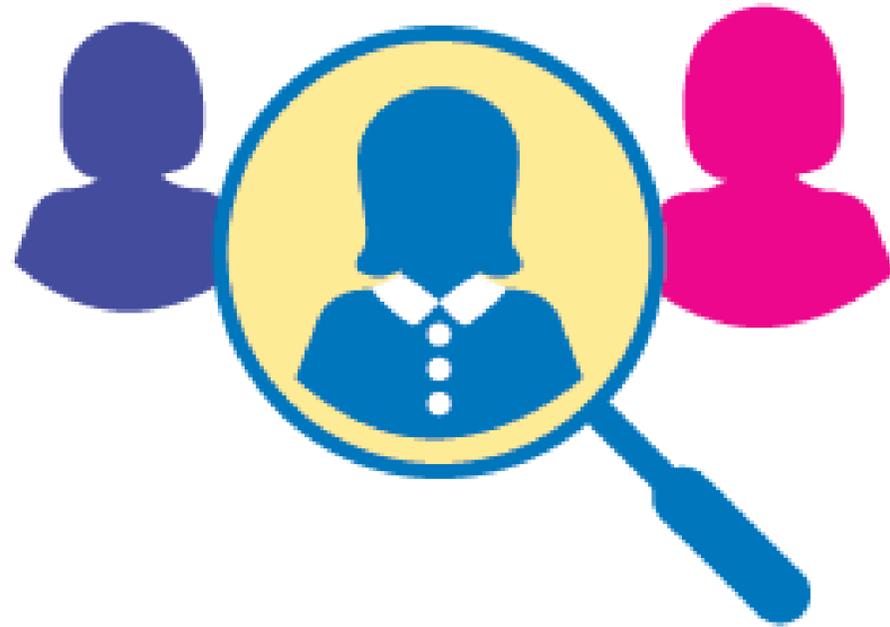




Welcome!

IWNZ DIGITAL EDUCATION
PUBLICITY AND PROMOTION



What you will learn today



- Simple Ways to Promote our Clubs
- IWNZ Tools on the Website
- Writing A Press Release
- Promotion on IWNZ Channels
 - Facebook Events
 - Club Website Pages
- Q & A



Simple Ways to Promote our Clubs.



- Flyer at local shops/ Cafe / Supermarkets
- Poster on Community noticeboards – library
- Shop window displays
- Local Church/ or other local organisation newsletters
- Facebook – local community grapevine groups
- Playgroups, Plunket Rooms, School newsletters
- Invite friends to practical Club activities or a group i.e. Walking Group, Book Club
- Do Something fun and Invite friends!



IWNZ Tools on the Website

- Log in – Library – Resources – Club Tools
- Media Tools

IWNZ Media Submission

Guidelines for submitting media (photo, videos, stories) that Clubs would like posted on the website.

IWNZ Press Release (2021–2022)

A press release describing IWNZ. Clubs are encouraged to use this when contacting Press agents for publicity.

Inner Wheel Media Release Training

A guide for creating media releases.



Writing A Press Release

We want to create news!

Think about your target publication.

What makes items newsworthy?



- putting the **most important information** for the reader first.

The **1st paragraph** is the most important.

The **1st sentence** in the paragraph is the most important.

The **1st words in the sentence** are the most important.

The 1st paragraph should be the hook for the journalist



who
what
when
where
why
and how

...begin with what will most
Interesting to this story

and use the active tense



Keep it short!

Short sentences

Short paragraphs

Short article



Remember a good quote...



Attribute a quote to one member
and think how to make the statement newsworthy.

"It was the ideal way to work with others to make a difference, to connect with women and form lifelong friendships"



A photo is key

Action photos

- cropped photos to hone in on the action

Plain background

If a small group

- <8 provide names

(always mention that you have got permission from everyone in the photo to publish their photo.)



Press/Media Release Template

DATE

HEADLINE - Ensure it's bolded.

LEAD - Make it is punchy and has the story hook. Check to include: who, what, when, where, why and how.

BODY - 3-4 paragraphs including 1-2 quotes.

PHOTO

END -The last paragraph may get cut. Include background information about Inner Wheel.

-ends-

CONTACT

For further media information contact: Contact name

Email

Phone number

BOILERPLATE (About Inner Wheel)

one paragraph summary of background information about yourself and Inner Wheel. This information will give the journalist an overview and isn't necessarily needed in the body of the media release.



Promotion on IWNZ Channels



Facebook Events

Your Club is welcome to send information about a public event to IWNZ for inclusion on the IWNZ Facebook Page.

If you have a Club FB page - create an event and promote it.

Club Website Pages

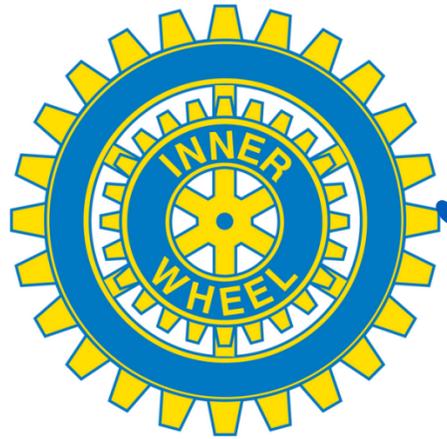
Share information to admin@iwnz.org.nz to add to your Club Websitepage





Any Questions?





Thank you!

For further help, questions or assistance please contact me, Michelle at President@iwnz.org.nz

