

First, ask questions:

- **Who is your audience?** Your desired audience can determine your publicity methods. Are you targeting attorneys to volunteer at your event? Are you trying to get the public to attend?
- **What's your goal?** Do you want attention and promotion before your event? Could coverage during or after the event still be beneficial to your goal?
- Which media outlets and methods are more likely to reach your desired audience and accomplish your goal?
- Consider appointing one of your event organizers to spearhead publicity, but involve all members when it comes to promotion on social media.



Get Attention!

Top Tips For Gaining Publicity

Keep it simple:

- Rather than crafting lengthy press releases about your upcoming event, consider targeting area media with a short news advisory.
- Stick to the basics: Who, what, when, where, and why. Offer a primary contact phone number, and request that your news item be published among community briefs or calendars.
- Cut through the noise. Media outlets have limited resources and can't cover every event. Increase your chances of coverage by explaining how your event relates to a larger news story or trend.
- Tell the media if local community leaders or dignitaries are taking part in your event. That may influence their coverage decisions.
- Think visually. Is there anything in your event that would make for good photos or video? If so, promote it.
- Remember to take a few good photos yourself to post on social media during or after the event or to offer to any media outlet that requests them.

Look beyond traditional means:

- Take advantage of social media platforms commonly used by your audience to spread awareness about the event using graphics with text or video.
- Make a Facebook page or event to collect all info in one place, facilitate discussion among possible attendees, and answer questions.
- Post teasers with necessary details to help build hype (such as slowly announcing guest speakers, etc.).
- Create a unique hashtag for the event to use on every social media platform so others can find posts related to the event and share their own posts. Include the hashtag in any post you make regarding the event.

Look beyond traditional means:

- If budget allows, use paid ads on social media platforms to spread awareness of the event to people outside your circle of colleagues and friends.
- Ask high-profile people/people with a large social media presence who will be attending the event to create social media content to reach their audiences.
- Share pictures and video from the same event from the previous year to give people an idea of what to expect.
- Update your social media bios/headers with event info, and pin posts about the event to the top of your profile.
- Send emails to members on your respective email lists, so those who don't have social media or don't regularly check it can be informed about the event.
- Ask local bar associations to share your event on social media or post it on a blog or newsletter. To request coverage from the State Bar of Texas, email Communications Director Lowell Brown at lbrown@texasbar.com.
- Seek out community groups with newsletters or calendars on which you can post your event.
- Some media outlets maintain online calendars where organizations can post their own items.
- Depending on the type of event, consider distributing fliers to community centers, area churches, VA centers, or nonprofits like the Salvation Army or Goodwill stores.

Say thank you:

- Write an appropriate thank you message to anyone who gave you coverage, allowed you to post fliers, or participated in getting the message out.
- To those who shared social media posts, "like" and thank them for their support.

Keep it going:

- Keep up with your newfound contacts. The more you build your traditional and social media presence, the more visibility your future events will have.



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