WORKING WITH THE MEDIA TOOLKIT

Table of Contents

This Working with the Media toolkit is designed to help you create and implement a media plan for your National Endowment for the Arts-supported project. These resources are a guide only—you should tailor your public relations strategy to what makes sense for your organization and your project. Many projects are now taking place in a virtual environment, and the contents of this toolkit are adaptable for virtual interaction with media.

Questions on media outreach? Contact the National Endowment for the Arts' Public Affairs Office at publicaffairs@arts.gov or 202-682-5570.

WORKING WITH THE MEDIA

BEFORE YOU BEGIN

Think about media opportunities as you plan your project.

- Look for "media-friendly" events such as those that will provide unusual photo opportunities or a performance component that will translate well to television and/or radio.

Become familiar with your local media outlets.

- Think about all types of local media—commercial newspapers (and their websites), radio, and TV; public broadcasting stations; community and alternative newspapers and newsletters; college and high school papers and stations; noncommercial and community access stations; listservs; news websites; membership websites (if relevant); and blogs.

- What is covered in different sections of your local newspapers?

- Does a paper have a specific desk for covering the arts, or does that fall to the Metro desk?

- Does a paper print arts-related stories on a certain day (or days) of the week? Does it print articles covering different disciplines on certain days of the week?

- Does your paper have an online arts section or arts blog?

- Do your local TV or radio stations have a locally-produced interview or magazine program? Is there a local radio call-in show that includes guests?

- Who are the TV or radio stations' local arts reporters? Who covers community events or human-interest stories?

- Is there a local newspaper columnist willing to do a series on your project?

- Find out the outlet's view on what makes a good story and how best to secure coverage of your project.

- Contact the section editor that covers arts news and speak with him or her directly.

- Think about whether you'll want to have a website, Facebook page, Twitter account, or another online platform as part of your publicity strategy. (See the USING SOCIAL MEDIA section for more information.)

ORGANIZING A MEDIA STRATEGY

Set media responsibilities.

- Determine who will serve as the main media contact. Ensure that the media can always reach your main contact person.

- Additional duties may include creating a media list, writing and distributing news releases and advisories, placing calendar listings, setting up interviews, securing photographers, developing social media content, and handling any sensitive issues that arise.

Develop a timeline for creating and distributing press information about your project and any accompanying events.

- Include deadlines for writing releases, putting together press kits (digital and/or hard copy materials), confirming a photographer, etc.

- Remember that listings for media outlets' calendar sections generally have to be submitted at least 1-2 weeks in advance of the event for the print edition. Make sure to confirm the exact deadline with the outlets.

Develop a plan for "pitching," or persuading reporters and editors to cover your project.

- Highlight aspects of your project that are interesting and unusual. For example, are you reaching a segment of your population that hasn't previously had access to your projects? Does your project have a local connection? Are you planning any special events?

Determine your spokesperson strategy (see the CHOOSING A SPOKESPERSON section for more information).

- Assess the willingness of principals to speak to press. These interviews may be scheduled in advance, or on the day of an individual event.

- You may need to recruit and train spokespeople in addition to your staff to handle media inquiries.

- Develop media talking points for use by spokespeople. These should provide an overview of the project and its goals. Please note that these are generally not shared with media or the public but are available to your spokespeople to answer questions consistently.

- Consider preparing, or having a prominent community leader write, an opinion piece for your local newspapers about your project.

Decide how to handle potential controversy.

- Prepare for a potential crisis or negative publicity by drafting a list of questions and answers you may receive from the media in such a circumstance.

- How will you respond to an argument within a community over a controversial artist that is part of your project? How will you respond if a crisis forces you to end your project early?

Create a media list.

- Develop a media list to receive information about your project, targeting all local print, broadcast, and online outlets. Make sure to include university news outlets, community or civic organization newsletters, local wire service bureaus (e.g., Associated Press), and online media, such as influential local and national bloggers.

- Keep the nature of your project in mind when deciding which newspaper editors or reporters to pitch. For example, an education reporter might cover a project that involves youth, while a political reporter might cover an arts event if local politicians are involved.

- Include newspaper photo editors on your media list. A photographer may cover an event even if a reporter is not available.

- You also should include newspaper columnists on your list, as they often write about a variety of subjects.

- Include each reporter's name, address, e-mail, and phone number on the media list.

- Many TV stations prefer to have event information sent to their news desk by email.

- You may want to add a "notes" column to your list to track if a reporter requests an interview, attends an event, writes a story, etc.

Plan what and when to announce to the media.

- Create a calendar of important dates for media announcements and advisories.

- Announce to the media your organization's grant from the National Endowment for the Arts. You can use the template press release to announce your project and any public events that might be part of it.

- Send out media advisories 3-4 days before each of your events highlighting the who, what, where, and when of the event.

- For each event, prepare a press release to distribute to media the day of the event. Plan to send the release to anyone on your targeted media list who does not attend the event.

- Prepare a press kit for media that includes the press release, biographical information on the project principals, a fact sheet on your organization, and general information on your project.

- Newspapers often will request pictures to illustrate articles. Think about staging some interesting publicity shots. You should have a print-quality (300 dpi or more, and at least 4x4 inches in size) electronic versions of the images available for emailing or downloading from your website for media use, along with captions and photo credits. Make sure to include information about the availability of any photos in your press kit.

Follow up after you distribute the press release or media advisory.

- Make a follow-up phone call to each reporter or editor to whom you have sent the press release or advisory. Be prepared to pitch the story, emphasizing the important information in your press release and what makes your project unique, and to offer interviews with event principals. If the reporter or editor does not answer the phone, leave a message, but only once.

- For any events requiring tickets, make sure to let the reporter know where he/she can pick up tickets. (Note that media tickets to an event are always complimentary.)

- Keep track of potential media attendees so that you know how many press kits (and tickets) you will need.

THE MEDIA AND YOUR EVENT

Plan to take high-resolution, print-friendly pictures of your event.

- You will want to have a designated person assigned to take photographs at every event. It is useful to have high quality, high-resolution photos to distribute to media with a follow-up press release. Photographs are also useful for posting on your organization's website and social media platforms, as well as documenting the event in your final grant report or future grant applications.

- If your designated person is a staff member without a professional camera, today's smartphones can be a fine option. However, for key events, consider hiring a professional photographer.

- Think about what makes an interesting photo when staging your shots. An "action" shot is always more interesting than a "talking heads" close-up.

- Images should have a minimum resolution of 300 dpi and a minimum size of 4x4 inches for print or web publication.

- Inform the photographer of your expectations, including length of coverage, important shots, and post-event delivery of images.

  - ✓ Plan a shot list for the photographer, which is a detailed list of which photographs to take, including particular individuals or groupings.

  - ✓ Arrange with the photographer to receive electronic copies of several of the best photos immediately after the event to include with the follow-up news release or post on your website and social media platforms.

  - ✓ For each photo, make sure to include caption information (each person that is in the photo, what's taking place) and the photographer's name. It's a good idea to track this information even if you're working with a volunteer photographer.

  - ✓ Make sure that your contract with the photographer is clear on what usage rights you have.

- Make sure to obtain permissions from anyone in the photographs.

  - ✓ Have a plan for getting subjects to sign a release form that will allow you to use their images in future promotions or media coverage. It is best to have subjects sign a release form before or at the event.

  - ✓ A release should include information about how the photographs will be used (e.g. in print publications, on your website, etc.) and for what purpose (e.g. for media or educational purposes).

  - ✓ Keep in mind that if you're photographing children under 18, their parents or guardian will have to sign the releases.

  - ✓ In addition to individual releases, consider making a general announcement at the beginning of each event alerting attendees that their likenesses may be used for future publicity or post a disclaimer with that information.

Prepare for TV or radio coverage of the event.

- Check if the venue is equipped with a mult box, which allows TV and radio crews to plug in their equipment and record directly from the venue's sound system.

- If the venue does not have a mult box, make sure there is ample room close to the action for camera and/or microphone set-up. Make sure the camera crews know of any restrictions to the recording of your event (eg. no flash or restrictions to the number of cameras that can be near the stage).

- On the day of the event, you may want to have this area roped off or otherwise reserved for media crews.

- Make sure to give each producer or camera tech a press kit. Have extra copies of the press release on hand as camera techs will sometimes only want a page that easily fits in a pocket.

Welcome media to the event.

- Designate a welcome area for media. You may want to have a table for handing out press kits, tickets, and any other press materials.

- The media contact (or a designated greeter) should welcome members of the media to the event, hand out press materials, and show media to the press seating area.

- Ask the media representative if he/she is interested in interviews with any of the principals, if these interviews are not already scheduled.

- Have a sign-in sheet for media to help you track where stories might appear, as well as improve future media lists.

- Designate an area for interviews. A member of the media team should escort any media to and from the interview site.

Follow up with media after the event.

- Consider a follow-up news release to share your project's achievements.

- How many people participated in the project? What goals did you achieve? What are the short- and long-term effects in your community?

- Also send the press release to any targeted media who did not attend the event.

- Send one or two photos from the event with the follow-up release.

- If your project has a website, post downloadable images from the event on a media page. You also can upload photos to your site and instruct media to follow up with your media contact to receive images.

MONITORING YOUR MEDIA COVERAGE

Keep track of all earned media in print, broadcast, and online outlets. Earned media is any news coverage of your project.

- Request corrections to earned media as necessary. Remember you can only request a correction for a factual mistake. (See the REQUESTING A CORRECTION section for more information.)

  - ✓ Verify if the error is the news outlet's mistake or if they received incorrect information from the project's media contact.

  - ✓ Contact the reporter or editor ASAP after the story runs.

  - ✓ Be polite. Point out the error and provide the correct information. Make sure to acknowledge and apologize if the mistake was your organization's fault.

  - ✓ The news outlet may decline to run a correction. If that happens, just make sure to reinforce the correct information during your next media opportunity.

- If a reporter expresses an unfavorable opinion of your project, you might want to schedule a conversation to clear up any misunderstanding. Keep in mind that the reporter may not change his/her mind, and the outlet does not have to issue a correction unless it's a factual mistake.

- Draft a "media highlights" report of top earned media placements and so you can keep track of which media tactics were the most successful to use in the future.

- Consider adding links to online news stories to your website or sharing them via social media.

MEDIA RESOURCES

Your list of media contacts should include all of your community's print and broadcast media outlets as well as bloggers and pertinent national outlets or trade publications. Below are a few examples of online media resources but this is not an exhaustive list. You may be able to find other resources through your local reference librarian or by searching online.

- **Media Databases**—There are a number of online media databases that track news outlets and reporters. You can search for print, online, radio, TV, etc. and create media lists for specific projects. These services often include information from specific reporters about what they do/do not cover as well as how they prefer to be contacted. These services usually are available by subscription.

- **www.usnpl.com**—This website contains a list of local newspapers, as well as local magazines and college newspapers.

- **Newslink.org**—Similar to USNPL, this website sorts outlets by state and contains lists of business and specialty newspapers. This website also contains lists of TV and radio stations by state and by category.

- **Dailyearth.com**—This website lists newspapers by state and also has a subset of major metropolitan dailies.

- **Mondo Times** (mondotimes.com)—This website covers media worldwide and contains a thorough list of local newspapers and magazines as well as radio and TV stations.

- **NPR.org**—On the NPR website, you can search by city to find local NPR affiliates.

- **Stationindex.com**—This website lists most of the TV stations in the top 210 media markets with call sign and network affiliation.

- **http://radiostationworld.com/locations/United_States_of_America**—You can search this page of the radiostationworld website for television and radio stations in several categories.

CHOOSING A SPOKESPERSON

Choosing the person who will be the "public face" of your project is an important decision. The person you want is someone who is completely at ease with public speaking, talking with the media, and being on camera in either a taped or live situation. Sometimes even the best program administrator is not the best public spokesperson, so please consider this role carefully.

The person you want:

- Is fully knowledgeable about your project.
- Is outgoing and at ease speaking in front of an audience.
- Is comfortable speaking with reporters.
- Isn't afraid of a microphone or a video camera.
- Has a degree of familiarity with local media.
- Understands deadlines and the importance of disseminating information in a timely manner.

The person you don't want:

- Is juggling so many other tasks that returning reporter inquiries or making media pitches falls to the bottom of the list.
- Is extremely knowledgeable about your project but gets nervous talking to a reporter or a room full of people.
- Is uncomfortable with the idea of being on television.
- Doesn't normally read the local paper or watch the local news.

Talking points should be given to your spokesperson(s) to study before an event so that there is a familiarity with your project and its goals and any important messages that should be shared.

RADIO/TELEVISION INTERVIEW TIPS

Not everyone is used to being on radio or television and sometimes all the equipment, the precise timing, the unusual jargon, and even being in the presence of local "celebrities" can be a little intimidating.

The following points are meant to make giving radio and TV interviews as uncomplicated and as smooth as possible.

RADIO

Before the interview:

- Find out who will do the interview and how long it will be. Plan your answers accordingly. If the interview is five minutes long, keep your comments concise and don't ramble. (But don't give monosyllabic answers either.) If the interview is 30 minutes, you can respond in more detail or perhaps be ready with an anecdote or two about your project.

- Find out the format so you'll know what to expect. Is this a live interview? Is it live-to-tape? (Meaning it will be recorded as if it were live, with no editing when it is played back.) Is it recorded in order to be edited for sound bites? (Meaning the reporter/producer/announcer will pick out some of your answers and play them.) Is it a call-in format such that listeners can ask questions of the interviewee?

- Send your interviewer or the producer information about your project in advance of the interview. There's no guarantee they will read it, but the more you can do to inform the interviewer, the better the whole exchange will be. If you want to talk about specific events, make the host and producer aware of that.

The interview:

- **IN PERSON/IN THE STUDIO**:

  o Be on time. Radio and television work in precise time. Programming is scheduled to the second. If you're told to be at the studio for a 10:30 a.m. interview, it's not okay to show up at 10:32. Arrive with about 15 to 20 minutes to spare so that there's time to get some water, get a mic on, and take a breath.

  o They may or may not give you headphones to wear.

- Feel free to bring some notes if you like. It's radio. No one can see you looking at your notes.

- Radio is an intimate medium, so relax and have a conversation. Don't think of it as talking to thousands of people. Think of it as a one-on-one conversation.

- Always assume your microphone is "on." Never say anything while you're in the studio that you don't want the listening audience to hear.

- **OVER THE PHONE**:

  - Make sure you're clear on whether you're supposed to call the station or someone from the station is supposed to call you.

  - Keep in mind that you will need a land line for the radio interview, rather than a cell phone. However, many radio stations are now using cell phone apps to conduct recorded interviews. If so, they should provide you with instructions in advance. Make sure you take the time to download any apps in advance of your interview and familiarize yourself with the instructions. Make sure you have a contact's phone number in case of any technical issues.

  - If you're supposed to call, make sure you get the correct phone number–and a back-up number just in case. Find out how long before the interview they want you to call in and make that call on time. Be prepared to stay on hold for a few minutes, during which you will likely hear the on-air product.

  - If the station is calling you, make sure they have the correct number and a back-up, and make sure you are available at the appointed time.

  - Everything else is the same as above.

TELEVISION

Before the interview:

- Just as with radio, find out who will do the interview, how long it is, and in what format. Is this for a news story? Is it for a public affairs program? Is it a live shot? Is it taped?

- Live television works in even more precise times than radio. Everything about being on time applies double to TV. Most often, a TV interview won't be in the studio, but if it is, be on time and dress appropriately.

- If someone from the station is coming to your venue, be sure to ask if they will be bringing equipment such as lights (you may need to arrange for entrance through a loading dock) and scope out an area with visual appeal, but not too busy.

The interview:

- Everything that applies to radio applies here as well.

- Where do I look?

  - If the interviewer is with you, look at the interviewer. Don't worry about the camera.

  - If the interviewer is in another location (such as with some live shots, when the anchor speaks from the anchor desk to the subject who is on location), look directly into the camera.

  - TV news is fast-paced. Be ready to talk about the top three messages about your project.

- What do I wear?

  - Wear flattering, professional clothes in solid colors or soft patterns. A suit may not be necessary, but a tee-shirt with a logo isn't a good idea.

  - One thing to bear in mind is that TV studios are often chilly.

TIPS FOR DOING INTERVIEWS VIA COMPUTER

Many media outlets are using web platforms to conduct interviews, both for radio and television. The media outlet will usually provide instructions in advance as well as technical support. Make sure you take the time in advance to download any needed platforms and make sure you're familiar with how they work. If you can, test them in advance to work out any issues.

Before the interview:

- Find a suitable location and prepare it for the interview.

  - The space should be free of any bright lights or windows visible on camera. If the space cannot be changed, steps should be taken to minimize bright lights such as closing curtains or blinds, and adjusting or turning off lights.

  - Position yourself where there is light to illuminate your face. Desktop lamps can be

positioned behind or next to the computer. If a lighting device is not available try to make use of natural lighting like sitting near a window positioned behind the computer so it illuminates your face.

- o Find a location that minimizes external noise. If located in a room, close the door and windows.

- Prepare technical equipment for the interview

- o Ensure your webcam and microphone are working. If using the built-in microphone on a computer or laptop try to position it no more than two feet away from where you are sitting.

- o Sit center in front of the webcam. Position the angle so that your face is in the upper half of the frame. If the webcam is separate from the computer/laptop, place it as close as possible to the area you'll be looking during the interview.

- o Have a set of headphones or earbuds ready to wear for the interview so that audio doesn't feedback into the microphone.

The interview:

- Where do I look?

- o Try to look at the camera as much as possible. If you're interacting with others who are visible on your screen it okay to look at them as long as the camera is close to where you're looking.

- What do I wear?

- o Try to use headphones or earbuds during the interview. It will prevent the microphone from picking up unwanted computer audio and creating feedback.

- o Use the similar guidance for television interviews but know your interviewer will likely only see you from the waist up.

FOLLOW UP

It is always a nice touch to send your interviewer a note of thanks for the opportunity to publicize your project via their program. It lets them know that their efforts were appreciated and made a difference—and leaves them inclined to deal with you again on something else your organization may do in the future.

USING SOCIAL MEDIA

There are many options for promoting your project in addition to external media (newspapers, radio and TV, magazines, online versions of these outlets). Social media tools such as blogs, Facebook, Instagram, and Twitter are useful, free resources that can extend the reach of your message. With social media, you play a different role: you take on the role of the journalist, telling your story directly to your community. This document will familiarize you with some of the most popular social media tools that can enhance your public relations strategy.

Here are some key ideas to consider when planning your use of social media.

Look at the big picture—Social media is a tool, not a strategy. Integrate social media tactics into your overall media outreach plan. Make sure your traditional media and social media tactics cross-reference each other (i.e., the blog points readers to the newsroom and vice versa).

What's your goal? Clarify why you are using particular social media channels as tactics for your organization or announcement. Are you trying to reach a new audience? Drive more people to your website? Position yourself as an expert in the field? Is this a short or long-term campaign?

Pick and choose—Every day there are more social media platforms. Decide which tools are appropriate for your project or organization, and focus on those. What type of content do you have? How much time do you have to manage a particular platform? Which platforms are popular with your target audience? Make sure you understand the social media platform, its community, and its rules.

Make a game plan—Social media tactics are as time-intensive as traditional media tactics. Know what you can sustain and create a plan. Who will write, edit, produce, and approve new content, and how frequently? Who will respond to queries; will you respond to negative posts? Will you create content to share with partners, such as tweets or photos?

Find your voice—When developing content, remember social media users are looking to build a community around interesting, informative, useful, and fun content. In other words, they are looking for personality. Make sure your content providers are not only strong writers but also interesting writers who users will want to hear from on a consistent basis. Use content that is a mix of hard news (press releases), narrative content (blog posts or video stories), and external content.

Use the "80/20" rule—Social media is about sharing so a good rule of thumb is to use 80 percent of your social media content to reference content by other organizations and experts. For example, invite guests to post on your channels. "Retweet" a relevant post or link to an article about your field. See what others are doing in social media and use those ideas. Invite a member of your community to "take over" your social media platform for the day. Use the other 20 percent of your posts on self-promotional activities, announcements, and conversations.

Engage! It's called social media for a reason. Aim for two-way interactions and conversations. That means enabling comments on your blog, or YouTube, for example. (But don't forget to include a comment policy.) Respond to comments people make about events. Ask questions and encourage others to ask questions.

Make it easy to share—Make sure your social media channels are easy to find on your website. For example, add the "follow me on Twitter/Facebook/YouTube/other" buttons to your website home page, newsroom page, etc. Include social media channels on your press announcements and in your organizational e-signature. Mention social media channels at your events.

Use visuals—Social media content with visuals often has a better success rate. Use a cell phone camera to capture high-quality, digital images of your events or use images from past events in your promotion. Make sure you have permission to use the images you've selected.

Use ALT tags—To make sure your content is accessible to people with low or no vision, it's best practice to write ALT tags for any images included in your content. ALT tags are short descriptions of what is shown in each image. Each social media platform has different character limits and procedures for adding ALT tags; you should be able to access this information on the platform's help page.

Measure what you want to know—Every organization has different ways of measuring engagement. Is it the number of clicks on a certain link? Is it the amount of time a user spends reading your content? Is it ticket sales? Think about which metrics are important to your organization, and develop a strategy for measuring those elements. While there are paid services out there to help with this step, there are also many free services available, including those in the apps themselves, that you can bundle to get a fairly robust picture of your content's performance.

SOCIAL MEDIA PLATFORMS

Blog

- Blogging is an easy entry to social media. Try free blogging hosts available online. Remember that blogs tend to be more conversational in tone, and can be customized to reflect the personality of your organization. Post first-person narratives as well as news announcements. Read blogs from similar organizations to get a sense of the length, tone, and types of content. Design your posts with your audience in mind (brief, scannable copy is preferable), including guest posts, interviews, and profiles of subjects of interest.

- Consider enabling the comments feature on your blog to give your community a way to interact with your organization and with each other. Make sure to develop (and post) your comment policy: will the comments be moderated/unmoderated; if the comments are moderated, what's the review process; what types of comments will be deleted, etc. Also think about how you will respond to comments, e.g. questions about your project, interesting discussions, etc.

- You should expect to publish new content a minimum of 1x/week. If you are publishing less than 3x/week, be consistent on which days you publish.

Twitter

- You can register for a free Twitter account at www.twitter.com. You develop a community by "following" people (signing up to get their Twitter messages sent to you) and by getting other people to follow you.

- To start you may want to follow arts organizations in your community, experts/leaders in your field, print and online journalists who cover your organization, and other supporters, including @NEAarts. Twitter asks you to select ten Twitter handles to follow as part of the sign-up process, so make sure to do this research beforehand. There are online search engines to help you find Twitter users with similar interests that you can follow. You can also find interesting people to follow by browsing the follower lists of those you already follow.

- Topics on Twitter are often grouped by hashtags, e.g. #artsed. Research hashtags that are appropriate to your organization and/or the project for which you're receiving grant support. There are several sites on the Internet that can help you research hashtags. You can also look up organizations and projects similar to your own on Twitter and see what hashtags your field uses. Be sure to pay careful attention to how any hashtag you're considering is being used to make sure it's appropriate for your organization.

- Your Twitter frequency will vary according to the content that you have to publish. Aim for at least 1-2 original tweets per day. You can also increase your presence by retweeting (aka RT) interesting or relevant items that have been tweeted by your followers. It's also okay to send out a link you found on someone else's Twitter stream with your own take on it. (Just make sure to give them credit with "h/t" (hat-tip) or "via."

- Content may include trivia or fun facts about your organization; important dates about upcoming events; quotes from and about your field; provocative questions about your field; links to news about your museum, pictures from your events; blog updates, or press releases; or live tweet an event. You can also post videos of up to 140 seconds.

- Include an image with your tweet whenever possible. Twitter will allow you to attach up to four images with a tweet. The image can be your logo or a photo that shows off the work your organization does. There are also several sites where you can find free images to use if you don't have anything on hand. Just make sure to verify that you're not using someone else's copyrighted image.

- You will not want to retweet everything that the people/organizations you're following post, so develop guidelines for the types of content you're RTing. For example, your organization might

decide not to RT anything that includes links to a commercial site.

- Extend the reach of your tweets by tagging—that is, including Twitter handles at the end of your tweet of people or organizations that you know have an interest in your content, such as your partners, local government officials, etc. It is also common practice to tag interested parties in the photos you attach to your tweet, rather than in the tweet itself. (Be aware that not all Twitter users allow themselves to be tagged in tweets.)

Facebook

- Facebook is an online community space; you can register for an organization page. Post status updates on the "Timeline," and your fans/friends can respond with comments. A Facebook page is a great forum to solicit feedback, anecdotes, and post photographs from your organization's events. You can set up your Facebook page to be private so only "friends" see your content, or make it public to all Facebook users, even those without Facebook accounts. Make sure to create a comment policy for your Facebook page.

- "A picture's worth a thousand words" is particularly true on Facebook. Consider posting your stories as a photo with a short description of the content or quote, and a link to the full content. Facebook is also a great place to share short videos promoting or teasing your event.

- You should aim to update your Facebook status at least once a day. You can also pre-schedule posts to run at a time when your followers are most active on Facebook.

- You can repurpose content that you gather for your blog and other social media platforms on Facebook. For your status update, you might want to elaborate on the briefs you send out via Twitter. Facebook is also great for posting "photo albums" from events, hosting live chats with curators, experts, or other appropriate people. It's also a good forum for posting extended answers to questions from your constituents.

- You are welcome to "like" the National Endowment for the Arts' Facebook page and share our content. Remember to "tag" us when you post about NEA-funded projects.

YouTube

- YouTube is an online community space for posting videos. The average viewer spends 1-2 minutes watching a YouTube video, so plan your videos accordingly.

- Low-cost, user-friendly video and editing equipment is available. Be aware that video production and editing are time-consuming activities, so let that inform your content plans.

- Frequency of video postings depends on your content, schedule, and objectives for this channel. Regular, consistently scheduled posts will build a larger following.

- YouTube offers easy captioning options to make your videos more accessible.

- Organize your content. On your YouTube Channel, create playlists of particular topics to help viewers find videos of interest. You can set up your channel so that viewers can comment on your video, share it, or embed your video on their site.

- Fill out the "description" section in detail, and include a link to your website. Use YouTube video tags (descriptive words) to help viewers find your video when using the YouTube search engine.

- Use the free YouTube analytics to understand your audience and its viewing habits.

Instagram

- With the proliferation of camera phones, Instagram has become an easy way to share visual content. Instagram is a mobile-only platform (you'll need a smartphone) and is geared toward capturing moments as they happen.

- You might Instagram inspirational quotes by artists featured in your programming, or do a series of snaps from your event. You can also post short videos on Instagram, for instance, a series of community reviews as people exit your event.

- Instagram content is easily shareable to both Facebook and Twitter, so it's a great way to get a lot of bang for your buck from one piece of visual content.

- As with Twitter, images on Instagram are often grouped by hashtags, e.g. #neagrants. Research hashtags that are appropriate to your organization and/or the project for which you're receiving grant support. There are several sites on the Internet that can help you research hashtags. You can also look up organizations and projects similar to your own on Instagram and see what hashtags your field uses. Be sure to pay careful attention to how any hashtag you're considering is being used to make sure it's appropriate for your organization.

- You can also encourage members of your community to share photos from your events on their own Instagrams with the hashtag you've created. There are many tools available that will enable you to #regram, or share photos by other people on your organization's Instagram stream.

TikTok

- TikTok is a short-form video platform that allows users to edit and add creative effects, voice effects, and sounds to their videos within the application. Like Instagram, TikTok is a mobile-only application, and vertical videos shot on a smartphone or tablet perform best on the platform (like Instagram, videos can be shot within or outside of the app).

- TikTok videos, while limited to 60 seconds, can take time to create due to the number of editing features on the app. While videos may be the main focus of TikTok, it is important to utilize hashtags and captions to contextualize your content. TikTok videos can be shared across platforms, including Instagram stories and Twitter feeds.

There are many more social channels to help share news about your project. On platforms that use hashtags, make sure to tag your content to help people who are interested in the program find your content.

REQUESTING A CORRECTION

It's a good idea to monitor the earned media your project garners for accuracy. Though you'll do your best to make sure that media receives accurate information about your project, there still may be instances in which the information that gets into the news is incorrect. Here are a few tips on deciding when to request a correction and approaching the news outlet about the correction.

- Prevention is the best medicine: Always send media written copies of your program information before or as a follow-up to an interview, even if those program basics are covered in the interview.

- You can request a correction for any information that is factually inaccurate. Examples include the amount of your National Endowment for the Arts grant or the dates of your project.

- Before you contact the news outlet, make sure the mistake is their fault.

    - ✓ Double-check the accuracy of any program materials you've sent to media including FAQs, your grant announcement, etc.

    - ✓ Make sure that the briefing materials you have given to your spokespeople are accurate.

    - ✓ You can still ask for a correction even if it was your fault, but it is good media manners to acknowledge if it was your mistake.

- The number one rule of approaching a media outlet to ask for a correction is be polite and professional.

    - ✓ Whether contacting the writer or editor by e-mail or phone, frame the "ask" as a request not a demand.

    - ✓ Don't cast blame. Simply point out the error and provide the corrected information.

- Make sure to also emphasize the correct information during your next media opportunity.

- If the print outlet can't or won't include a correction in its print edition, ask that the story be corrected in the online version.