

Effective Publicity

What is effective publicity?

Effective publicity is the way you create and maintain of a good public reputation for your organisation/group. If done properly, it allows you to get and keep the attention of your target audience. Your target audience may be the people who will join or use your organisation/group, or it may be the people you would like to donate to or fund your work.

Initially, publicity is about establishing a relationship with your target audience. Once this relationship is established, you will need to maintain it in order to keep up interest in your group or the work you are doing. It is important not to neglect the maintenance side of publicity as people can easily lose interest in your cause if they do not receive regular news about what you are doing. Long term this could affect either your membership numbers or your income – or both!

Publicity Tools

There are a variety of common publicity tools that you can use to build a relationship with your target audience and maintain it. You could consider:

- **Attending public events.** Attending and/or speaking at public events is a good way to attract public attention and keep people engaged with what you are doing. They enable you to directly reach the public attending the event and indirectly, a much larger audience, especially if the event is reported in the media.



- **Press releases.** Press releases are simply any information that you choose to send to newspapers, magazines and other types of mainstream media. Depending on the size of your organisation/group you may be sending them to local or national media. Press releases tend to achieve a bigger impact than advertisements, because most people consider news articles more trustworthy than paid advertisements. A press release is therefore one of the most effective publicity tools.
- **Newsletters.** Newsletters should contain relevant and up to date information about your organisation/group. They allow you to get information directly to your target audience and is a great way of building that strong relationship with your supporters.
- **Blogging.** This is a way to reach your online audience and is a way of releasing news and information quickly and directly. It is another way of building and maintaining a strong relationship with people interested or involved with your group.
- **Social media marketing.** Social media covers things like Facebook and Twitter. These platforms are becoming increasingly important as a way to share information and raise your groups' profile. People use social media to find groups connected with their interests and needs much more than traditional "offline" methods, such as through advertisements.

With all publicity tools, you will need to consider what you want to achieve by using them, how many resources you can devote to them and which publicity tools will work best in terms of reaching your target audience – for example, should your group have a Facebook page? All of the publicity tools need you to write/post information that is interesting and up to date, so considering things like the frequency of newsletters and the focus of press releases is important.

