



**Belong**  
Aotearoa

Inclusion • Connection • Wellbeing

# Media Hui

Resources

# Writing a media plan

## Key details to include:

- What is the media opportunity? How is this activity newsworthy?
- Why do you want media coverage? What is your goal?
- When do you plan to launch this media plan? The timing?
- Who are the key people involved? Spokesperson, partners etc. and are they prepared and available to engage with media?
- How can we maximise this media opportunity?
- What are our key messages? And what supports them?
- Are there any risks? If yes, how do we mitigate it?
- What are the talking points? This will help inform the media release.

# Writing for the Web

Before you start, think about:

- Who is your audience?
- What are your key messages?
- What is the purpose of the page?
- What words would your target audience use?
- What understanding does your audience already have of this information?
- What is already available on this topic and where does it fit?

# Writing for the Web

## Top tips:

- **Write for the reader, not the writer.**
- Use plain English – avoid jargon, acronyms.
- Be concise – short sentences, meaningful headings
- Make content easy to scan – put the most important information first; create white space around your text; easy to read styles/font
- Adapt content from existing text, don't use it word for word.
- Be specific with links and numbers – write numbers out in full and say what the link is rather than 'click here'
- Be deliberate with video and images – caption appropriately

# Social Media Tips

Understand your audiences...

- Motivations
- Passions
- Challenges and pain points
- Needs (that you can help fulfil):
  - Analytical: Data, detail, clear expectations
  - Intuitive: Big picture, ideas, strategy
  - Functional: Process, details, plans
  - Personal: Connection, relational, emotive

# Video Tips

## Importance of video content

- Far reaching
- Millennial audience reached
- Far more likely to be shared than text or photos
- Video get 95% retention (text gets 10%)

# Video Tips

Key parts of a good video:

1. The hook (your first 3 secs are vital)
2. Faces (human connection gets attention)
3. Sound (85% of people on Facebook are on silent)
4. Humour (even when it's serious, it's effective)
5. Graphics (big bold fonts layer your message)
6. Storyline (beginning, middle, end)
7. A call to action

# Video Tips

## Ideal duration:

- 2mins in: 65% will have stopped watching
- However monitor trends on social media, as their preference will impact your video reach e.g. previously Facebook was pushing for longer than 3mins videos, Instagram videos between 15sec – 10mins

## Orientation:

- For a phone audience, film portrait (half of all videos are watched on the phone)
- For a laptop/desktop audience, film landscape

## Gear:

- Most phones have great cameras and apps to film and edit
- If you choose to invest, go for a tripod and microphone



# Opportunities

Below are some free opportunities for further media support:

- Twitter is offering training to support engagement through their platform.
- Niche media is offering support for those who are for the FIRST TIME looking to access TV interviews, Radio, Print and digital/social media services.

We are working on more opportunities but if you are interested in any of the above, please contact [reception@belong.org.nz](mailto:reception@belong.org.nz) letting us know:

- Which opportunity you'd like to take up
- Who you are – organisation, and key contact details
- Any other comments