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- Audience: Any individual, group, non-profit or company seeking a larger audience.
- Title: **Engaging the Media & Building Your Own Brand.** The basics of creating grassroots media and self-mobilization to combat human trafficking and sexual exploitation.
- Description: How to develop and use the simplest and most effective methods available to raise awareness, educate and brand your organization and its message in a 24/7 media world. Getting the most mileage on multiple platforms including digital, TV, print and radio and in-person appearances. How to inspire commitment from the public and other like-minded groups and organizations. Learn more about free resources available, crafting your own strategy and campaign and what you need to do to build a bigger audience to

create more overall engagement and success.

Identify that all of this takes elbow grease. One must commit themselves to devoting a block of time each and every day if they want to see results. You must decide what is realistic for your schedule. Treat this as part of your daily routine, your job. One hour a day is a good start but key is consistency and dedication to build a following and raising awareness. Google is your friend. Remember, you are in this to win and stand out in a crowded field.

Questions:

1. How to create an 'elevator pitch':

- *short and concise
- *who you are (name should be a clue to what you do)
- *where are you located
- *mission statement

2. How to identify your audience:

- *who are they
- *how and where do you find them
- *resources at your fingertips

3. How to create your own customized campaign:

- *goal - decide one 'ask' and get rid of clutter
- *create a digital blueprint by using the big 3 —Facebook, Twitter and Instagram
- *spend time on digital platforms following and reading about the work of others. They will usually follow back helping to build your audience.
- *create your own videos — people are visual
- *create a designated email for group
- *build your own website for free – Wordpress, Wix, etc.
- *create a business card and email address
- *collect business cards from others and start building that mailing mailing list for your own newsletter (Mailchimp, etc.)
- *research and provide resources always
- *immersive-people want to feel a part of it and add their suggestions

4. Recognition starts at home:

- *build within your own community first and build out from there
- *research like-minded organizations and groups near you
- *sign up online for all newsletters and nearby events
- *go to events and meet people, make personal connections/follow up with a thank you and you enjoyed event, suggest grabbing a coffee
- *volunteer - a must
- *contact your local representatives – house.gov and senate.gov call, write, visit and see how you can help them while also making them aware of your agenda-it's a give and take
- *how to contact and pitch your local media -TV, radio, print, digital
- *persistence is key

This basic outline is the jumping off point for discussion. While the list is not exhaustive, these key elements must be addressed and implemented before anyone or any organization can grow and gain awareness.

Choreograph your approach. Provide a checklist of your routine. Be persistent, systematic and scheduled. Your work will inspire following and its own momentum.

Please follow me for more examples.

[Facebook](#)

[Twitter](#)

[Instagram](#)

[Website](#)