

MEDIA – SOCIAL & TRADITIONAL

HOW TO GET OUR MESSAGE OUT THERE

This is a slideshow from an interactive workshop we have run
You may find these dot points useful, along with other resources and we will be adding more detail by mid 2024



WHAT IS YOUR MESSAGE

A **limited body of truthful information** which is **consistently conveyed** by an organisation in order to provide the **persuasive reasons** for an audience to choose and act on behalf of their issue or cause.

(Paul Tully, via CAP)



HOW DO WE MULTITASK CONTENT?

FRONTLINE ACTIVISTS ARE OFTEN SHORT ON TIME AND RESOURCES – THIS WAS A DISCUSSION POINT AS PART OF A WORKSHOP WITH DIGITAL STORYTELLERS ABOUT HOW WE CAN USE OUR PHONES FOR PHOTO, VIDEO, FOR SOCIAL MEDIA, AS WELL AS AND TO PROVIDE EXCLUSIVE FOOTAGE TO TV NEWS ORGANISATIONS IF WE CAN ENSURE A DECENT QUALITY

MEDIA EXAMPLE - DISCUSSION



- What makes an effective messenger?



DISCUSSION

- What makes an effective messenger
 - Relatable
 - Authentic
 - Knows their stuff (but doesn't have to know everything)
 - Has an emotional connection to the issue





BASIC MEDIA TIPS

DISCUSSION WITHIN GROUP



CASE STUDY EXAMPLE

Childcare workers chain themselves to Malcolm Turnbull's office doors



Nick Toscano



SHARE



TWEET



MORE

Malcolm Turnbull's offices in Melbourne have been targeted by protesting childcare workers with a group chaining themselves to the entrance doors and making demands for better pay.

The chained-up childcare workers have drawn a crowd outside the Office of Prime Minister and Cabinet after converging on Treasury Place soon after 8.30am on Tuesday.



Protesters make their point with chains and padlocks. Photo: Justin McManus

MEDIA BASICS

- All media is not good media
- Prepare – get lists, check with friendly NGO's – keep notes, and track personal connects
- Media release (follow the basic template, keep it simple, use the reverse triangle and give useable quotes for online news)
- SPRUIK IT – media organisations get 100s releases a day – call and sell your story!
- Remove barriers - ie, give them good content, “movement and colour” and meet and accompany them if discreet/covert action



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- Talking to camera
 - Look at the person filming, not down the barrel
 - Take off sunglasses and anything else distracting (outrageous hat etc)
 - Talk in complete sentences ... answer the question in the sentence...
 - Ie -Why are you here today? We are here today to...
 - Open body language

TALKING TO CAMERA

MEDIA BASICS

- Sound bites and key messages
- TV interviews and visual presentation
- ‘good talent’
- Dealing with difficult questions
- Interview practice



YOUR MESSAGE

HOW DO YOU TALK ABOUT YOUR CAMPAIGN WITHIN A SINGLE ACTION/EVENT



MEDIA FOR CIVIL DISOBEDIENCE

- Talk about WHY you are there, not HOW you got there
- Prepare for tricky questions, and prepare to either – answer what you want to, or pivot
 - Common scenarios... security risks, how did you gain access
- They can only use what you give them – we need to be pragmatic, we know the way they work and that vested interests may be involved in the editing process (even if journalists are reporting in good faith)
- Reference media/direct action resource
- Practice scenario
 - Pick a single theme of your campaign – ie, funding for family violence, calling on a Minister to commit to refusing a mine approval, or the closure of a refugee centre... and your target decision maker...



GOOD IMAGES FOR SOCIALS – LIVE SOCIALS

Checklist for live reporting

WHY IS IT AN OPPORTUNITY?

- Two way conversation... It is the social media platform with the biggest drop off. People don't follow you unless you have something to say. You have to put in effort for a period of time
- Access to journalists
- MPs pay attention
- It also drives traditional media
- Help each other out – digital solidarity
- Good hashtags – are self explanatory, short determined on your terms, announced regularly during events
- Feed the beast
 - Tell stories
 - Don't just take crowd pictures, tell stories of people
 - Two simple tips to make life easier: multiple apps to show lists, scheduling



BASIC TIPS FOR TWITTER & BEYOND

We aren't calling it X! These tips are applicable to a range of short form content platforms

BUILDING A STORY

- Why should people care? Do you look like you care?
- An action should have a beginning, middle and END... who can best tell the story of the day
- Set up shots, telling the story, placing yourself in the frame... why are you there? How is it relevant?
- Middle... getting different perspectives, narrating the action as it unfolds (we are occupying the space... this is our core message and ask... they have closed for the day... talking to staff... getting comfy... police are here! We are staying strong)
- End strong – always end well. On your terms, don't let things fade away. Remind people of call to action

FACEBOOK QUICK TIPS



PAGES

- Organic reach is tiny
- Small money can boost well
- Ask allies to share, tag and give credit
- Take photos with lots of folk, get them to tag themselves
- Video is king, then photos
- Facebook live: stay steady, be prepared, 2 ppl if possible, don't pan wildly

GROUPS

- Good for active allies and new people to campaigns
- Get people involved, ask questions
- Get people to signal boost all posts and "troll patrol"

PERSONAL

- Make better use of your personal page
- Set your campaign shares to "public"
- Tag friends, be judicious in your asks

HOW TO GET YOUR STORY OUT THERE, NOW ITS DONE

- Do an assessment of your social media assets – what is your reach? Who are your allies?
- Prepare the best format for each platform
 - Store for re-use
- Make a list of distro points
 - Email lists
 - Facebook groups
 - Facebook pages
 - Twitter, Bluesky, Threads accounts (DM contacts and ask them to share, if possible, prepare tweets)
 - Make personal asks – via text, DM, email or phone
 - Insta and tiktok for video