National Drug and Alcohol Facts Week®

Tools for Success
Content

- Traditional Media 101
- Using Social Media
Traditional Media 101
Media 101: Introduction

Today's media landscape is more varied than ever—providing multiple options to tell your story and build awareness about your National Drug and Alcohol Facts Week® (NDAFW) event.

Take advantage by targeting a variety of local outlets to publicize your event—including broadcast (television and radio), print (magazine, daily newspaper, community paper) and online (Patch.com, local news site).

Effectively reaching the media to tell your NDAFW event’s story will center on a few key strategies:

• Create a targeted media list
• Create and send a compelling, concise “pitch”
• Develop a plan to manage onsite media at your event
• Follow up with media with additional resources directly after your event
Media 101: Create Your Media List

Develop a list of all media outlets that should receive information about your NDAFW event. In addition to contact information, the list should detail the topic each reporter covers.

- Be sure your list includes local TV stations, radio stations, and newspapers, including college and high school papers.

- Each station and newspaper has reporters who cover different kinds of news. Think about which ones might be most interested in your event.

- For newspapers, start with the metro or local reporters. You could also contact health, youth, education, and lifestyle reporters. Look for the names of reporters in those sections, or call the newspaper to get their names. Ask for the metro or local news desk.

- For TV and radio stations, contact producers who schedule guest experts for on-air interviews – often called “bookers.”

- Consider including influential bloggers who cover issues related to health, youth, or drug and alcohol abuse.
Media 101: Create Your Pitch

To reach the media with your story idea, it’s important to create a compelling and concise pitch to send to journalists, broadcasters, editors, etc., at a variety of outlets explaining why they should cover your event. View the NDAFW Online Toolkit for sample press materials you can tailor for your event (Link: https://teens.drugabuse.gov/national-drug-alcohol-facts-week/promote-events).

The pitch should answer the 5 Ws and H: Who, What, When, Where, Why, and How.

1. Who is involved?
2. What is happening?
3. When is it happening?
4. Where is it happening?
5. Why is this important?
6. How is it happening?
Media 101: Create Your Pitch

Every journalist looks for why the event is important to them and their readers. Here are a couple of unique elements of NDAFW events to highlight in your pitch (tailor to your local event):

• Highlight how the event serves a need in the community

• Tie to recent news (local issues with teens and drugs or alcohol, Monitoring the Future survey results: [https://www.drugabuse.gov/related-topics/trends-statistics/monitoring-future](https://www.drugabuse.gov/related-topics/trends-statistics/monitoring-future))

• List VIPs/important participating community leaders
  – Mayor, local councilmen – the “movers and shakers”
  – Community relations department of the VIPs/community leaders

• Emphasize that a large number of kids/teens are participating

• Highlight photo opportunities/visually appealing images at your event
Media 101: Create Your Pitch

Journalists receive hundreds of emails a day – make yours stand out with a catchy (but relevant) subject line:

- “Springfield’s Entire School District Participates in National Drug and Alcohol Facts Week®”
- “Springfield Mayor to Attend District-Wide Drug Prevention Event, Tues. Jan. 26”

KISS … **Keep It Simple and Snappy** – an effective pitch is concise and to the point:

- “Elevator Pitch” ...if you had 60 seconds, what would you say
- 5 Ws and H (See slide 6)
- 2-3 short paragraphs
- Mention the **National Institute on Drug Abuse** or the **National Institute on Alcohol Abuse and Alcoholism** and hyperlink in the pitch ([http://www.drugabuse.gov](http://www.drugabuse.gov) or [http://www.niaaa.nih.gov](http://www.niaaa.nih.gov))
Media 101: Send Your Pitch

Once you’ve created your pitch, send it out to relevant media.

- **Email, Email, Email**
  - Personalize email to each contact/outlet (mention a previous article/blog connected to your story if possible)
- **Phone call is fine, but timing for broadcast TV & radio shows is crucial**
  - Producers are often unavailable right before a TV/radio segment airs; plan ahead and look up the time of the TV/radio segment and call at least a few hours in advance
  - If the producer is not available, ask for the “Assignment Desk”
- **Timing is Everything**
  - Community newspapers: contact 1-2 weeks prior to event
  - Daily newspapers: contact 1-2 weeks prior to event
  - Radio: contact 1-2 weeks prior to event
  - Online: contact 1-2 weeks prior to event
  - Television: contact 7 days prior to event
Media 101: Media at Your Event

Develop a plan to coordinate with reporters who have expressed interest in, or confirmed their attendance at, your event.

- Designate a media point of contact at your organization
  - Send your point of contact’s phone number to reporters/producers

- Distribute press materials and share with relevant parties:

- Designate parking for media/access into the building

- Prepare a sign-in sheet for media to obtain their contact information for event follow-up

- Identify spokespeople prior to event day (make sure they are comfortable talking to media)
  - At the event, greet the media and direct them to speak with your spokespeople for quotes/additional event background for their story
  - Make sure to get written permission from parents to speak with and take photographs/videos of their child(ren)
  - Give journalists printed information on National Drug and Alcohol Facts Week®
Media 101: Media After Your Event

- Prepare to send out a quick summary (5Ws and H) immediately after event to all media contacts who expressed interest or attended your event
  - Do not wait more than 24 hours
  - Summary should be sent out as an individual, personalized email to each media attendee

- Include low-resolution event photographs (high-res photos can clog up inboxes)

- Offer additional high-resolution photographs or a spokesperson at the journalist’s convenience
Using Social Media
Social Media: Introduction

Social media is a powerful tool for promoting your event and enhancing any traditional media efforts both online and through mobile devices. Sharing messages/images on social media that are optimized for mobile devices is one way to better reach teens, who are particularly active mobile users. It is also important to note how different platforms can best serve your needs.

- NIDA’s primary social media tools for promotion are Twitter (www.twitter.com/NIDAnews) and Facebook (www.facebook.com/NIDANIH).

- These platforms are used by millions of individuals, organizations, and businesses to share information, commentary, and descriptions of events, and to highlight online and social media content.

- Twitter’s short, easy-to-read public messages make it a powerful, real-time way of communicating your event updates and activities.

- Facebook’s more flexible platform allows you to share more in-depth content, which makes it an ideal place for ongoing conversations about your event.
Social Media: Introduction

Here is an overview of some of the key differences between Twitter and Facebook.

<table>
<thead>
<tr>
<th>Twitter</th>
<th>Facebook</th>
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<tbody>
<tr>
<td>• Time sensitive</td>
<td>• Not as time sensitive</td>
</tr>
<tr>
<td>• Higher frequency of posts, depending on</td>
<td>• Lower frequency of posts</td>
</tr>
<tr>
<td>real-time events</td>
<td>• Optimal for starting conversation</td>
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<td>• Optimal for driving website traffic</td>
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Social Media: Pre-Event Planning

While planning your event, it is important to prepare as much social media content as you can in advance.

- Create a schedule for your social media channels that outlines the topics and activities you would like to post about before, during, and after the event.
- If possible, prepare photos, videos, relevant graphics, links to resources, or quotes you can share across your social media platforms in advance. Social media posts with images have been shown to receive 650% higher engagement, compared to posts without images. And posts with videos attract 3x more link clicks than text-only posts.¹
- If possible, make your creative assets as easy to share as possible for mobile users (e.g., add social media share buttons, etc.) Note: this is the best way to encourage potential event participants to share your posts.

Examples from previous years:

Social Media: Pre-Event Planning Example

- Prior to NDAFW, NIDA prepared a graphic template to use as a tool to visually enhance its posts for facts throughout the week.

Examples from previous years:
Social Media: Pre-Event Promotion

- Before your event, you should share posts on your social channels that promote your event. When someone does promote your event, be sure to engage with them.

Examples from previous years:

- [Tweet by @NIDAnews: NDAFW is only 1 week away! Get last-minute ideas on how to promote your event & help shatter the myths: teens.drugabuse.gov/national-drug- ...]
- [Tweet by @Surgeon_General: Do you know the facts? Take the 2018 IQ Challenge and test your knowledge on drugs and drug misuse: teens.drugabuse.gov/quiz/national-... #NDAFW]
- [Tweet by @NIDAforTeens: teens.drugabuse.gov]
- [Tweet by @NLM: Medical marijuana: MedlinePlus Medical Encyclopedia. Read patient information from MedlinePlus: Medical marijuana medlineplus.gov]
Social Media: Pre-Event Promotion

• If people will be tweeting from your event, create a unique hashtag for people to follow your event updates. Encourage your followers to use it in their posts as well.

  Sample Tweet: “Remember to use our hashtag #NDAFW in your tweets and to follow our Nat’l Drug & Alcohol Facts Week updates”

• Ask followers to help promote your event or spread your messages by retweeting your tweet:

  Sample Tweet: “PLEASE RT: Kick off Nat’l Drug & Alcohol Facts Week with this awesome [picture, video, website] [include appropriate link to highlighted item] #NDAFW @NIDAnews @NIAAAnews”

• Help build awareness of National Drug and Alcohol Facts Week® by incorporating the NIDA and NIAAA handles in tweets about National Drug and Alcohol Facts Week®. Follow @NIDAnews and @NIAAAnews. Use our hashtag #NDAFW.

  Sample Tweet: “As part of Nat’l Drug & Alcohol Facts Week, we are collaborating w/ @NIDAnews & @NIAAAnews [event details here] this week! #NDAFW [include link and/or image]”
Social Media: Pre-Event Promotion

For your event, consider who you want to know more, and who can help promote your content.

• Send an email that provides sample social media content to partners and other relevant organizations, which they can share to increase promotion of your event.

• Create targeted content to tag organizations, businesses, or individuals you want to participate in or promote your event.

Examples from previous years:

• In some cases, you may be looking for a specific reporter or outlet to cover your event. If you are having trouble contacting them through phone or email, try tweeting at them or sending them a direct message.
Social Media: Real-Time Promotion

Share what’s happening at your event!

• Share photos, including those you have prepared in advance or real-time photos that come directly from your event.

• Encourage your followers and event participants to share their content as well.

• Remember that Twitter is a great platform for real-time content. Tweet frequently to give as close to real-time updates as possible.

    Sample Tweet: “Tweet your photos at us, @NIDAnews and @NIAAAnews if you participated in our Nat’l Drug & Alcohol Facts Week event! #NDAFW”

• Run a Facebook live event on-location or host a Twitter chat, so people can participate remotely.
Social Media: Real-Time Promotion Example

NIDA posted some popular teen questions on addiction and answers from scientists on Chat Day. This was a great opportunity to share responses in real time.

Example from previous year:

The popularity of e-cigarettes has the potential of reversing the downward smoking trends that have been observed for two decades...a reversal would be devastating to this generation’s future health.”

—DR. NORA VOLKOW
Social Media: Real-Time Promotion Example

- Live stream coverage to engage your audience and give them a glimpse of what’s going on during your event.

Example from previous year:

- The example above is a NIDA Facebook live event where viewers got a glimpse behind the scenes of NIDA’s Chat Day event where scientists answer questions from high school students.
Social Media: Post-Event Promotion

When your event is over, you still want to continue to promote your most important content. This may be a photo with the greatest engagement (likes, shares, RTs, favorites, etc.) or new information from your event.

• When possible, answer questions and respond to comments you receive. However, do keep in mind you do not have to engage with everyone.

• Create a Twitter Moment (https://twitter.com/i/moments). This is a free tool that captures a summary of your event. You can add tweets by their URL or search for a hashtag or account to find tweets for your Moment.

Example: NIDA’s Moment for a past Twitter Chat
https://twitter.com/i/moments/958106174582386690
Social Media: Post-Event Promotion Example

NIDA posted this summary of results from Monitoring the Future several days after its release to continue the dialogue.

Examples from previous years:
Other Helpful Tips: Twitter

- Keep your tweets intriguing—ask a question, provide a new fact, offer an interesting link. If your content is relevant, people who are not following you will start to follow you and followers will click on links, driving traffic to your website.

- Tweets that include a link are retweeted more often than those without a link.

- See what other organizations are doing on Twitter (even competitors).

- Use Twitter search engines for keyword searches around campaigns, research and relevant information, and topics of interest.

- Retweet content that would be useful to your followers, including informative and relevant articles, or content related to your area of expertise and/or your organization.

- Build a relationship with your followers and other partners by retweeting their posts.
Other Ways to Get Involved

Become a Fan of our Facebook page ([www.facebook.com/NIDANIH](http://www.facebook.com/NIDANIH)) – Get updates on statistics, trivia, images and *National Drug and Alcohol Facts Week®*.

Let us share your imagery on our website and Flickr pages – Be sure to take pictures and video at your events! Send digital files (no PDFs) to nidamultimedia@mail.nih.gov

Join our LinkedIn Group ([https://www.linkedin.com/groups/8354318/profile](https://www.linkedin.com/groups/8354318/profile) – Ask questions about NDAFW and share your best practices for coordinating an event.


Use our toolkit to promote your event with widgets, flyers, and more: [https://teens.drugabuse.gov/national-drug-alcohol-facts-week/promote-events](https://teens.drugabuse.gov/national-drug-alcohol-facts-week/promote-events)

Use our hashtag, #NDAFW, when sharing information about your *National Drug and Alcohol Facts Week®* event, or related activities in your community. If you need to abbreviate NDAFW in your posts, do the following: Nat’l Drug & Alcohol Facts Week ®.
Good Luck!

We look forward to seeing media coverage of your event and your National Drug and Alcohol Facts Week® (#NDAFW) posts on social media!

For additional resources: https://teens.drugabuse.gov/national-drug-alcohol-facts-week/promote-events

For additional questions, contact drugfacts@nida.nih.gov.