

Communications

Share
your story

Your Goals:

What do you want people to know about your project? Why?

Who are you trying to tell about your project?
Teachers? Youth? Businesses? Why?

Your Plan:

What are local media outlets that will help you reach your goals? Ex: Your local newspaper.

What other media do you want to use? Why?
Facebook, Twitter, Radio, TV, Blogs?

The ask:

What will you ask the journalist/partner to do? How will you sustain a relationship?

Next steps:

At what stage in your campaign can you reach out and raise your campaign's visibility?

Food for thought

Planning good communications is an important part of your project. As you plan your NCAM project, it is important that you think critically and strategically. You will want to incorporate communications at several stages. Plus, this guide acts as a quick reference when you start your project!

When is your project? _____

Who can help if you have questions? _____

What is the project theme? Education? Health? Inequality? _____

Would you like to create a social media page for your project. Which site will you use? Twitter? Facebook? _____

One fact you should make sure journalists learn about you and your project? _____

Do you have photos ready if a journalist asks? **YES / NO**

Who benefits from participating in your project? _____



Communications

Document your project through photos and videos

Photos and videos about your project can be used for many promotional purposes. Think about your favorite photos and videos. What makes them great? How can you use those photos to tell the story of your project? How will you track your project along the way? Instagram? Flickr? YouTube?

YSA wants to tell your story!

- Through Twitter and Facebook
- Featuring your blog on YSA.org
- Pitching the media in your city
- Posting your photos on Flickr

Questions for the Communications team:

Office Hours:

If you have any questions please don't hesitate to call!

We can help answer questions about the media, logos, design, pitching, etc.

Hours: Every Friday from 3pm-6pm EST

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Social Media:

Hashtags to use:
#YSA #NCAM
#Volunteer #YouthService
#Changemaker #FOCF

Facebook
@YouthServiceAmerica
@FestivalofChildrenFoundation
@NationalChildAwarenessMonth

Twitter
@YouthService
Festival of Children Foundation: @Kids_Charity

Instagram
@YouthService
@Kids_Charity