

Publicity Tips and Tricks

- Typically, consumers of traditional media differ demographically from those on social media. Target audiences in a way that speaks to each of them. Involve print, television and radio outlets as well.
- Send a press release with the schedule and description of activities and/or a special article or editorial.
- Designate a contact for media inquiries if you do not already have one.
- Consider scheduling an interview about your project on a local television or radio talk show and your cable access channel.
- In addition to including your activities on the community's event calendar, have them posted on all applicable community calendars.
- Shoot and share photographs with print/online outlet as well.
- Post all materials, activities, rules and schedules on your city's website and social media pages. Encourage citizens to visit to learn more. Driving traffic to your website and social media platforms will allow citizens to see what other services your local government offers.



#MoLocalGovWeek