

Maximizing Local News Outlets and Social Media Following State Competitions

*PR Coordinator Call
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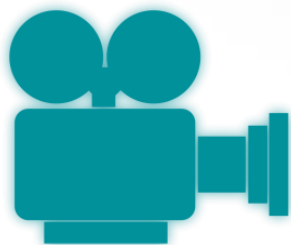
Special Olympics
Pennsylvania





Topics to be Discussed:

- ▶ Effective Content Gathering During Events
- ▶ Content Distribution Post Event
- ▶ Repurposing Content Created on the State Level
- ▶ Utilizing Your Social Networks To Share Gathered Content



Overview State Of Competitions



STATE COMPETITION EVENTS:

- Winter Games
- State Floor Hockey Tournament
- Figure Skating Games
- Summer Games
- Fall Festival

- Events Will Change in 2019

INDOOR WINTER GAMES COMING!!!

SECTIONALS:

- Bowling
- Spring
- Fall



Why use the State Games?



- In most cases the State Games have garnered media partners and already achieved media coverage.
- Using the momentum of the existing coverage helps to achieve coverage on the county level.
- Stations pay attention to what their competitors do every day. The more you're on one station, the more likely you are to show up on others within that same market.



Why Pitch Post Event?



You have the ability to share detailed stories and athlete interaction. You can also use gathered content to tell the athlete story.

Gathering Content and Distributing Gathered Content

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Content Gathering – SUMMER GAMES

Use Your Resources



- ▶ Athletes
- ▶ Families
- ▶ Volunteers
- ▶ Coaches
- ▶ HOD's

Content types:

- Short Videos
- Photos
- Stories

Content Gathering – SUMMER GAMES

Use Your Resources



- It is highly likely that your local athletes and families gathered content during the competition event.
- Ask them to share content via FREE file share websites like Dropbox , Google Drive and WeTransfer.

Providing Content – Post Event Media Pitch



Hello Everyone

Hope all is well; I am reaching out today to provide information about our 2017 Winter Games that took place at Seven Springs, January 29-31.

Below is a video recap of the event.

<https://youtu.be/b8g4GiZ1xCg>

Photos can also be found on our website here:

<http://www.specialolympicspa.org/sports-competitions/competitions/winter-games>

Event highlights included:

- A Unified experience Winter Games weekend where local officials and local celebrities joined SOPA athletes for a snow shoeing competition
- This competition marked the 40th anniversary
- 2017 Winter World Games athletes attended and were honored
- New SOPA Winter Games app available on Itunes and Android

Thank you so much for your coverage and please let me know if you need additional information.

Many thanks,

Wenona



Providing Content

- Edit video down to “highlights”, including various shots (event venue, crowd, coaches, action, etc.).
- Best practice is to send 1 - 2 minutes of video. This allows stations to edit video as needed as well as to use extra video in teases and other parts of their newscasts.
- Write a 20-30 second event recap or script that includes event information so a station could copy and paste your wording into a script if needed.

Providing Content



- TV News and Sports is a deadline-focused industry. The more you can help them get their jobs done well and done quickly, the more likely they are to want to work with you again.
- The better you understand their work flow and what is considered “newsworthy”, the more likely they are to pay attention to your emails and press releases.

The Pitch – Tips and Tricks



- **DO make it easy for the reporter**
 - When possible, help to provide photos or additional content if needed. Ex: Fundraising totals
- **DO follow up with reporters that cover your story**
 - A quick “thank you” email goes a long way
 - Plant the seed for future coverage – mention that you’ll reach out in the future and that you look forward to working together again
- **DO tie in local stories to help promote events**
 - Humanize your media pitch! Mention specific athlete/family/volunteer stories that tie in with your event logistics.

Maintaining Media Relationships



- Use Social media: thank them for their support and make sure you “tag” the station and any on-air personalities after coverage.
- Share any news link on your websites or issue a tune-in alert prior to the airing of interviews.
- Reach out to outlets post coverage and ask for media sponsorships.

Gathering & Distributing Content – Future Events



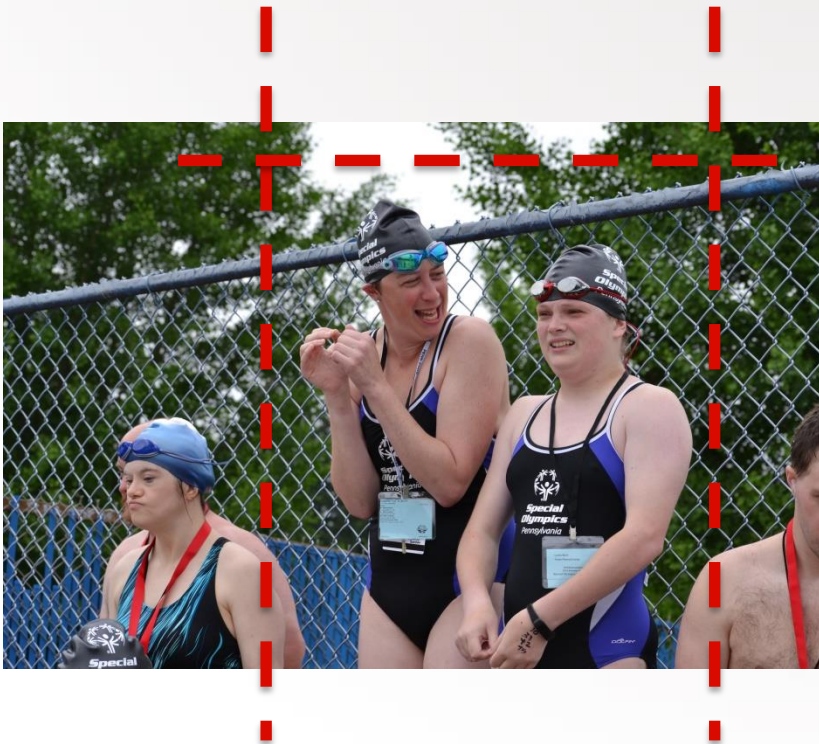
- Create and maintain a media list.
- Encourage HOD's and families to take photos before each competition events.
- Start a story bank. This will allow you to have go-to stories readily available for future media pitches.

Maximizing Social Media Post State Events

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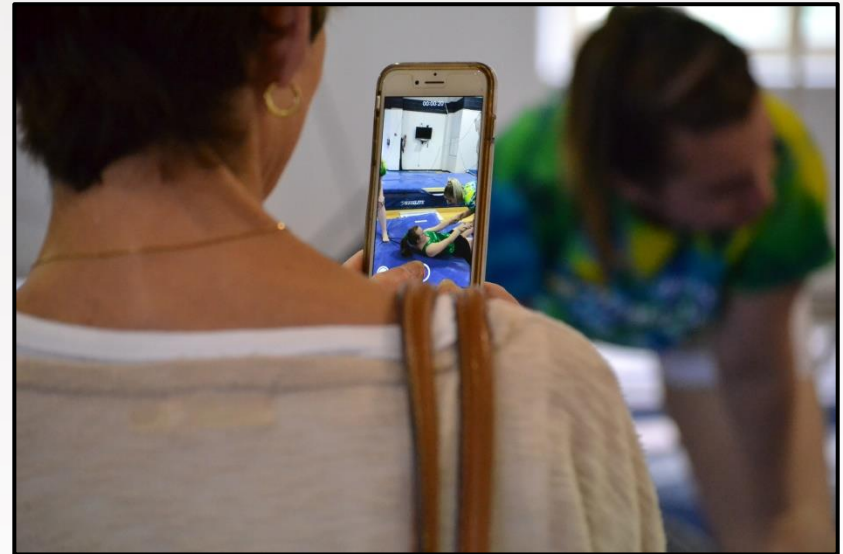
Breathe. Then discover.



Plan, plan, plan... and plan



- Decide on types of content
- **Edit diligently**
- *Short & Sweet (& visual)*
- Don't overload your followers



Always keep mobile in mind!

Find your voice *(maybe some hot tea will help)*



- Be conversational
- **Social is social**
- #hashtaggin'
- Emoji anyone? 😊



Friends make it fun



Special Olympics PA
@SpecialOlympiPA

YDSports
@YDSports

Following

HEISER: Golf event for Special Olympics boasts 3-decade tradition of good times, goodwill yorkdispatch.com/story/sports/c... via @YorkDispatch @SpecialOlympics @SpecialOlympiPA @tcovmotivates @Tayaustin01 @PennStateFBall @PSUFootball @CoachJFranklin

HEISER: Golf event for Special Olympics boasts 3-decade tradition of good ti...
For three decades, a local celebrity golf tournament that benefits Special Olympics has specialized in providing good times and goodwill.
yorkdispatch.com

8:50 AM - 12 Jun 2018

1 Retweet 2 Likes

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Summer Games

The Special Olympics Pennsylvania Summer Games are held each year at Penn State University in State College. The event brings together over 2,000 athletes and 750 coaches from across the state. Our largest event of the year, Summer Games features three days of intense competition in aquatics, athletics, basketball, bowling, equestrian, golf, gymnastics, softball and tennis. Every race, every game, every competition held at Summer Games represents many weeks of training, preparation and dedication on the part of our athletes, coaches and volunteers.

The 2018 Summer Games took place from May 31 - June 2, 2018.

[Check Out Event Images!](#)

Summer Games 2018 Results:

3x3 Basketball	Gymnastics - Rhythmic
5x5 Basketball	Softball
Athletics	Softball Skills
Bowling	Softball Uniford
Golf Level 2	Tennis Skills

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Enter your email address below to receive our News Letter and other updates!

Sign Up

Special Olympics Pennsylvania

And for more information on the World Games -- click this!
<http://bit.ly/2JRHXQ0>

#inclusion

Share on a Page You Manage

Special Olympics Pennsylv...

Posting as Special Olympics Pennsylv...

Say something about this...

Most Relevant

Write a comment...

Christina Whorl A correction in the video - Brianna Whorl, first alternate for level 4 female tennis athlete, is from Blair County, not Butler. Thank you!

♥ Congrats to all of the athletes!

Like Reply Message 1d Edited

Special Olympics Pennsylvania Thank you so much for pointing that out. Completely our mistake! Very sorry about that!

Like Reply Commented on by Nick Cammarota 11h 1d

Community

Maggie Crawford and 17 other friends like this

158 people like this

995 people follow this

0-235-9058

Special Olympics Pennsylvania

Montgomery County Special Oly...

Clinton County Special Olympics

Special Olympics PA(Franklin C...

English (US) · Español · Português (Brazil) · Français (France) · Deutsch

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Tools to create



Create a design

Recommended for you



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Poster



Invitation (Portrait)



Flyer



Postcard



Canva



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Social Media Posts



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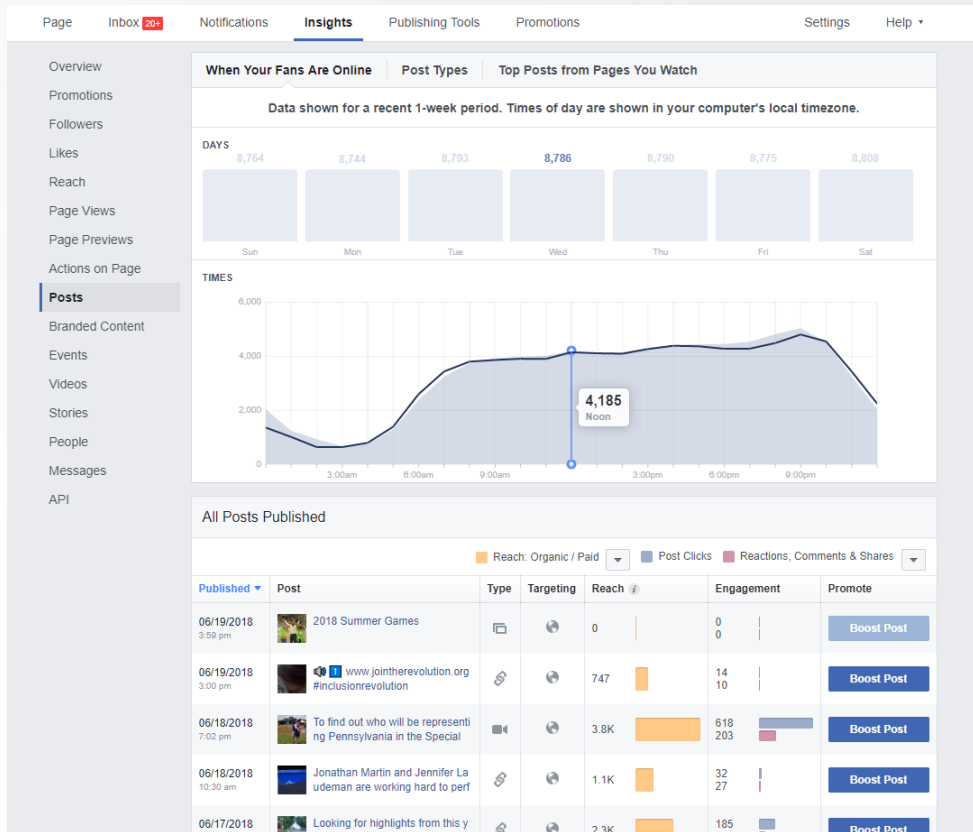


Instagram Post



YouTube

Timing is everything



- Utilize insights
- Not all social media are equal
- Experiment
- No wrong time to post content

Questions?

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Thank You!

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