



Media Relations

Legislative Council New Legislative Staff Training

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What makes a story newsworthy?

- **Conflict**
- **Local**
- **Spot/Breaking News**
- **Extremes or superlatives**
- **New**
- **Timely and Relevant**
- **Scandal**
- **David vs. Goliath**
- **Incompetence**
- **Surprising**
- **Hypocrisy**

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- You are always on the record, only if you ask not to be
- Verify unknown outlets/reporters

Social Media Tips

- **Think before posting**
 - Who is your audience?
 - What message do you want to convey?
 - Limit tweets and posts to a single idea.

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- This applies to both legislative and personal social media accounts.

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Short is Sweet

- Studies show that Facebook posts with 80 characters or less receive 66% higher fan engagement, and posts that are less than 40 characters in length receive 86% higher engagement.
- Only write what is necessary.

Social Media Tips cont.

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Be relentless

- One of the best ways to increase the number of followers and increase engagement is through constant content delivery.
- Try to post or tweet several times a day.

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- Be aggressive. Contact reporters regularly to inform them about your position on issues and the work you are doing. Focus on the policy process and the issues, not just on partisan differences and conflict.
- Present information that is easy to understand and use.

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- When a reporter does a good job, acknowledge it. At the same time, don't hesitate to ask for corrections of distortions in facts or other errors in stories.