

## First, ask questions:

- **Who is your audience?** Your desired audience can determine your publicity methods. Are you targeting attorneys to volunteer at your event? Are you trying to get the public to attend?
- **What's your goal?** Do you want attention and promotion before your event? Could coverage during or after the event still be beneficial to your goal?
- Which media outlets and methods are more likely to reach your desired audience and accomplish your goal?
- Consider appointing one of your event organizers to spearhead publicity, but involve all members when it comes to promotion on social media.



# Get Attention!

## Top Tips For Gaining Publicity For Events

## Keep it simple:

- Rather than crafting lengthy press releases about your upcoming event, consider targeting area media with a short news advisory.
- Stick to the basics: Who, what, when, where, and why. Offer a primary contact phone number, and request that your news item be published among community briefs or calendars.
- Cut through the noise. Media outlets have limited resources and can't cover every event. Increase your chances of coverage by explaining how your event relates to a larger news story or trend.
- Tell the media if local community leaders or dignitaries are taking part in your event. That may influence their coverage decisions.
- Think visually. Is there anything in your event that would make for good photos or video? If so, promote it.
- Remember to take a few good photos yourself to post on social media during or after the event or to offer to any media outlet that requests them.

## Look beyond traditional media:

- Make a Facebook page or Facebook event to gain attention. Ask friends and colleagues to share it.
- Tweet about the event. Create a unique hashtag so others can easily find your posts and share their own.
- As appropriate, target (@mention) members of the media, local governments, chambers of commerce, local law firms, or area law schools that may retweet your posts.
- Share photos and web links to more information. Social media posts gain more attention when they include photos or links.

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# Get Attention!

## Top Tips For Gaining Publicity For Events

Beyond traditional media - continued from previous page

### Look beyond traditional media:

- Ask local bar associations to share your event on social media or post it on a blog or newsletter. To request coverage from the State Bar of Texas, email Communications Director Lowell Brown at **lbrown@texasbar.com**.
- Write an article for the TYLA eNews Local Affiliate column. Contact **btrevino@texasbar.com**.
- The Texas Bar Journal includes photos from TYLA events across the state on its TYLA President's page. Submit photos to Patricia McConnico, managing editor of the Texas Bar Journal, at **pmconnico@texasbar.com**.
- Seek out community groups with newsletters or calendars on which you can post your event.
- Some media outlets maintain online calendars where organizations can post their own items.
- Depending on the type of event, consider distributing fliers to community centers, area churches, VA centers, or nonprofits like the Salvation Army or Goodwill stores.

### Say thank you:

- Write an appropriate thank you message to anyone who gave you coverage, allowed you to post fliers, or participated in getting the message out.
- To those who shared social media posts, "like" and thank them for their support.

### Keep it going:

- Keep up with your newfound contacts. The more you build your traditional and social media presence, the more visibility your future events will have.