April 19, 2016

AHC PR Town Hall

PR team | Office of Communications, Academic Health Center

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Today’s topic
Strategic communication
What we’ll cover today

Strategic communication is more than just a press release.

• Identify your audience
• Go where the people are!
• Think beyond the press release
• Utilize social media and existing resources strategically
AHC Strategic Goals

• Now available online: http://z.umn.edu/ahccommgoals
• Focus on sharing AHC-wide stories locally, regionally, and nationally
• Does your school or unit have a strategic plan? Share it with your PR liaison!
Who needs your news?

Your audience is as important as your story. Who needs to know what you’re saying?

Be SPECIFIC

Be CLEAR

Be CREATIVE
Finding your kind of folks

The key to strategic communication is to go where your audience resides.

**Social media:** 63% of Facebook users rely on the platform for news

**Web:** 8 in 10 health inquiries start on the internet

**The rise of multimedia:** Shareable, reusable content like videos, infographics, articles

Utilize your cheerleaders in your units and organizations!

Beyond the press release

Social media means everyone’s a journalist and a potential influencer, but are reached in different ways.

Press releases: sent to a specific list of news outlets with no guarantee for response

As newsrooms cut jobs, press releases garner fewer eyes – especially of those who understand the significance
Ways we share

Ideas you may have received from our team:

• Health Talk Blog or web story
• Direct pitch to media
• Video: storytelling or Q&A
• Posting or resharing on social media
• Live streaming interview
• Newsletter posts
Being strategic with resources

Videos, photos, graphics, web stories can all be reshared – now and if the topic arises again.

Jump on social media trends: you don’t always need an elaborate product, just an expert.

Be flexible when possible.
What we’re working on

Trends for sharing professionally significant stories

Infographics and basic graphic design

Cultivating more targeted lists, especially for trade and professional journals and outlets

Emerging social media tools and trends, including Facebook Live and Twitter chats

Regular media coverage reports to each AHC college
Town Hall Follow-up

• We’ll post slides to the AHC Resource Hub
  http://z.umn.edu/ahcpr

• Next AHC PR Town Hall: June 21

• RSVP, send topic ideas and questions:
  http://z.umn.edu/RSVPPrtownhall
Connect with us

Do you have questions? Topic ideas? Areas you’d like to learn more about related to public relations, media relations, or social media?

We are considering a full Q&A Town Hall meeting in the coming months – send us your questions!

Either RSVP for an upcoming event and include your topics, or send questions and topic ideas to ahcmedia@umn.edu
Thank you!

QUESTIONS? COMMENTS?

PR resources: z.umn.edu/ahcpr

Contact: ahcmedia@umn.edu