

Nia Tero

Messaging, Media & Social Media Communications Workshop

Session 1 – April 14, 2023

11:00 PM – 6:00 PM ET

Trainers: Wanda, Eugenia, Coimbra

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| 11:00 – 11:15 | Opening and Introductions <i>Burness trainers will open the session with brief introductions and review our goals for the session.</i> |
| 11:15 – 11:45 | Your Experiences and Challenges <i>We will lead a discussion to better understand the experience participants have had with the media.</i> |
| 11:45 – 12:40 | Messaging <i>Through discussion, sharing of best practices and interactive exercises, participants will learn what makes a good message and how to be memorable to communicate more effectively in any setting (e.g. interview, intervention, panel discussion).</i> |
| 12:40-1:00 | Interactive Exercise: Being Memorable <i>This exercise will help participants understand how to deliver messages in a memorable way.</i> |
| 1:00-2:00 | Break |
| 2:00 – 3:30 | Working With Reporters: When a Reporter Calls <i>We'll review what to do when a reporter calls, what you can (and can't) ask for and how to assess a media request.</i> |
| 3:30 – 4:30 | Working With Reporters: Controlling the Interview <i>We'll discuss how to stay in control of your message during an interview by bridging from difficult or off-topic questions back to your message.</i> |
| 4:30 – 5:15 | Interactive Exercise: Bridging <i>This exercise will help participants learn to bridge to their message when reporters ask off-topic or difficult questions.</i> |
| 5:15-5:45 | Q&A Session with a Journalist <i>Participants will hear from a journalist about what they look for in an interview and have the opportunity to ask them questions directly.</i> |
| 5:45 – 6:00 | Close |

Session 2 – April 15, 2023
9:00 AM – 2:30 PM ET
Trainers: Michele, Wanda, Eugenia, Coimbra

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| 9:00 – 9:30 | Opening and Day One Reflections <i>Before conducting mock interviews, we will reflect on day one.</i> |
| 9:30 – 11:00 | Mock Interviews <i>Participants will practice delivering their messages in mock interview scenarios with trainers. Interviews will be recorded.</i> |
| 11:00 – 12:00 | Break |
| 12:00 – 12:05 | Opening of Social Media Training and Introductions <i>Trainers and participants will introduce themselves before hearing the goals of the social media training.</i> |
| 12:05-12:10 | Value of Social Media <i>Participants will learn why social media platforms like Twitter and Instagram are effective communication and advocacy tools.</i> |
| 12:10-12:15 | Awareness to Action <i>We'll discuss the difference between awareness and action—and how we move audiences to act.</i> |
| 12:15-12:20 | Defining Your Social Media Presence <i>We'll discuss what your audience, voice and tone are, and how you can use your accounts to meet your goals.</i> |
| 12:20-12:35 | Interactive Exercise: Defining Your Social Media Presence <i>This exercise will help participants think about how they want to talk and what content they want to share on social media.</i> |
| 12:35-12:55 | Creating Compelling Content <i>We'll discuss how to create social media posts that are timely, memorable, engaging and collaborative—and considerations for what and when to post.</i> |
| 12:55-1:10 | Interactive Exercise: Identifying Your Content <i>This exercise will help participants think about what content they want to share and opportunities they might have to do so throughout the year.</i> |
| 1:10-1:15 | Break |
| 1:15-1:20 | Combating Misinformation <i>We'll discuss ways to verify that information is credible.</i> |

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| 1:20-1:35 | Social Media Best Practices We'll discuss best practices for using Twitter and Instagram, including how often to post, how to engage partners and how to create engaging content. |
| 1:35-1:45 | Interactive Exercise: Scenarios <i>In this exercise, participants will apply lessons learned to 3 scenarios</i> |
| 1:45-2:00 | Questions on Social Media <i>Participants will have time to ask questions about social media.</i> |
| 2:00 – 2:30 | Close; Reflections and Evaluations |