

Introduction to Social Media and Public Relations

June 24, 2010

Shelby Meyerhoff

Unitarian Universalist Association

Press Outreach

Press outreach resources

- <http://www.uua.org/pr>



Opportunities

- Lots of congregational events: new ministers and DRE's, building dedications, environmental events, etc.
- Compelling religious message and spokespeople
- Local press hungry for ready-to-print stories



Challenges

- Timing
 - Get started early to meet local press deadlines!
 - Allow adequate time for writing materials
- Team work required
 - Lots of people potentially involved
 - Need to compile logistical information, quotations, contact information, etc.
- Events must be public

Step-by-step process

- Evaluate story opportunities
- Prepare release, op-ed, letter, etc.
- Compile media contact list
- Distribute material(s) to contact list
- Welcome press! (if publicizing event)
- Follow-up

What makes a good and newsworthy story/ message?

- Grounded in the congregation's mission
- Public event (installation, building dedication, etc.)
- Relevant to larger issues
- Timely
- Compelling spokespeople
- Involves more than one organization or faith group
- Surprising (in a good way!)

Typical news stories

- New minister or DRE installed
- New building dedicated
- Visit from UUA president or other significant speaker
- Public display, etc.

Types of materials

- Background information (photos, bios, fact sheets)
- Press advisory or alert (short, pre-event)
- Press release (long, pre- or post-event)
- Op-ed
- Letter

Samples and instructions at

<http://www.uua.org/pr>

Submitting materials

- Research deadlines for outlets and submission requirements
- Personalize submissions where appropriate

Following Up

- Thank members of the media
- Track and save coverage
- Maintain media relationships

Social Media

Social media resources

- <http://www.uua.org/socialmedia>



Opportunities

- Viral spread of information
- Building relationships with low level of risk-taking for seekers
- Integration into daily life



Challenges

- Growing diversity of tools and niches → decentralized audience → more effort needed to reach same audience
- Potential decrease in control of image (personal and congregational)
- Increase in amount of content, risk of content overload
- Questions about how to translate real-world relationship norms into online norms



General principles

- Centrality of mission
- Add value, offer meaning
- Consistency of tone in self-presentation
- Bring your and your congregation's "best self"
- Healthy relationships (communal and one-to-one; safety, ethics) → clear and enforced expectations

How to choose a tool?

1. Clarify mission
2. Analyze opportunities to further mission
3. Ask detailed questions (who, what, when, how)
4. Research tools
5. Choose tools

Researching tools

- Ask around
- Try it for yourself – the best way to learn is by doing
- Look at different types of tools

Basic tools

- Blogs
- Microblogging (Twitter)
- Social networking (Facebook)
- Video (YouTube)

BLOGS

Blog screenshot

First Unitarian Universalist Church of Nashville

[HOME](#)[ABOUT US](#)[EDUCATION](#)[GIVING](#)[LEADERSHIP](#)[MUSIC](#)[NEWS](#)

FUUN Announcements Blog Home



A Celebration of Word and Song

Calling all UU Singer-Songwriters and Poets – Last chance to participate in **"A Celebration of Word and Song"** by our very own church members/friends in an Old Time Coffeehouse. The program is filling up, but we'd love to have more folks participate. Helpers are also needed to greet and serve food and drink. The event will take place Saturday, February 27, 7-9 pm. Please contact Deborah Wilbrink or Dan Wunsch (information in the FUUN directory) if interested.

Posted in [Communication](#), [Fellowship](#) on 12/21/2009 01:30 pm by Margy

No Adult Religious Education Classes on Wednesday, December 23 and Wednesday, December 30

Due to the winter holidays, there will be no adult religious education classes on December 23 and 30. Classes will resume on January 6.

Posted in [Activities](#), [Adult Religious Education](#) on 12/19/2009 06:00 pm by Cindi

Basic information about blogs

A blog is a website or part of a website that publishes posts written by one or more authors. Posts are displayed in reverse chronological order and readers may be allowed to write comments on posts.

Advantages of using blogs

- Space for in-depth exploration of issues.
- Easy-to-search and categorize (especially helpful when producing large amounts of text content).
- A single post can easily incorporate multiple mediums (text, video, and photos).
- RSS-reader friendly.

FACEBOOK

Facebook screenshot

 Keep me logged in [Forgot your password?](#)
Email Password

Unitarian Universalist Association is on Facebook
Sign up for Facebook to connect with Unitarian Universalist Association.

**Unitarian Universalist Association** 
[Wall](#) [Info](#) [Photos](#) [Boxes](#) [Events](#) [Filters](#)

**Unitarian Universalist Association** Help to build a better UUA.org! Are you new to Unitarian Universalism and located in the Boston area? Please take our one hour usability test (administered in Cambridge, MA) and receive a free gift in return. Tests are scheduled for November 3rd, 4th, and 5th. E-mail ocdirector@uua.org for more information.
3 hours ago
 Serena, Bill, Audra and 2 others like this.

**Bonnie Nelson Chesser** i love that i have found a group that believes what i believe. i did not think it existed!
Yesterday at 4:13pm · Report

**Unitarian Universalist Association** Hi Bonnie, Thanks for your comment and welcome to Unitarian Universalism! We're so glad that you've found us.
3 hours ago

**Unitarian Universalist Association** UUA Director of Advocacy and Witness Celebrates Obama Signing of Hate Crimes Prevention Act: <http://www.uua.org/news/newssubmissions/152027.shtml>

**UUA: UUA Celebrates Obama Signing of Hate Crimes Prevention Act**
Source: www.uua.org
Rev. Meg Riley, Unitarian Universalist Association Director of Advocacy and Witness, praised President Barack Obama for signing into law the Matthew Shepard and James Byrd, Jr. Hate Crimes Prevention Act as part of the Department of Defense (DOD) Authorization (H.R. ...

Information
Location:
25 Beacon St
Boston, MA, 02108
Phone:
617.742.2100
Mon - Fri:
9:00 am - 5:00 pm

Fans
6 of 9,455 fans [See All](#)
  
Skookum Jordan Bob
  
Jacob Sue Jai

Basic information about Facebook

- Facebook is a social networking site for individuals and organizations.
- Individuals may establish personal profiles on Facebook.
- Organizations may establish pages or groups on Facebook (pages are preferred).

Advantages of using Facebook

- Large user-base.
- Information is sent directly to fans' news feeds, which are visible to fans upon login to Facebook.
- Facilitates viral spread of information.
- Updates can vary in length and content-type.

More advantages of using Facebook

- Allows for sharing of different kinds of content (including video, photos, and event invitations).
- Pages provide analytics information about fans.

TWITTER

Twitter screenshot

The screenshot displays the Twitter profile for UUA. The profile header includes the UUA logo (a blue circle with a white flame) and the name 'uua'. The bio states: 'The Unitarian Universalist Association of Congregations. Questions? Please e-mail info@uua.org or visit uua.org'. Statistics show 1,317 following, 1,310 followers, and 105 listed. The 'Tweets' section shows 437 tweets. The 'Lists' section lists several lists: @uua/uua-staff, @uua/uua-related-organizations, @uua/uu-congregations, and @uua/uua-programs-and-offices. The 'Following' section shows a grid of 12 profile pictures.

Name UUA
Location Boston, Massachusetts
Web <http://www.uua.org>
Bio The Unitarian Universalist Association of Congregations. Questions? Please e-mail info@uua.org or visit uua.org

1,317 following **1,310** followers **105** listed

Tweets 437

Favorites

Lists

- [@uua/uua-staff](#)
- [@uua/uua-related-organizations](#)
- [@uua/uu-congregations](#)
- [@uua/uua-programs-and-offices](#)

View all

Following

Basic information about Twitter

Twitter is a microblogging service that allows users to send short written messages to a large group of readers (or to individual readers).

Advantages of using Twitter

- Does not require lengthy posts; potentially less time-consuming than, for example, blogging.
- Useful for real-time event reporting (like at General Assembly).
- Can be integrated with other new media tools and with websites.
- Tags allow for easy tracking of a conversation or related posts from multiple users.

YOUTUBE

YouTube screenshot

Unitarian Universalism: Nurture Your Spirit, Heal Our World
UUAElectronicComm's Channel [Subscribe](#)

All Uploads Playlists

Uploads (14)

- Better Together, Creating Congregational**
221 views - 4 days ago
4:03
- Ogden Unitarian Universalists Reach Out**
365 views - 2 weeks ago
5:53
- Rev. Peter Morales, Inspired by Ugandan UUs**
148 views - 1 month ago
0:39

[see all](#)

Introductions to Unitarian ... (4)

- Rev. Peter Morales' Vision for the Unitarian**
UUAElectr... - 415 views
4:02
- Meet UUA President Peter Morales**
UUAElectr... - 106 views
8:20
- Voices of a Liberal Faith - Unitarian Universalists**
UUAElectr... - 97,831 views

Better Together, Creating Congregational Partnerships

0:00 / 4:03 360p

[Info](#) [Comments](#) [Favorite](#) [Share](#) [Playlists](#) [Flag](#)

Basic information about YouTube

- YouTube is a video-sharing website that allows users to upload and display videos. Users can also respond to videos using ratings, comments, and other features.

Advantages of using YouTube

- Benefits of video in general: sights, sounds, and words all at once.
- Easy to embed on other platforms (like blogs and Facebook), enabling the viral spread of videos.
- Can group together multiple videos from same user (in a channel).
- Customizable channel design.
- Can create multiple playlists within a single channel.

How to choose a tool?

1. Clarify mission
2. Analyze opportunities to further mission
3. Ask detailed questions (who, what, when, how)
4. Research tools
5. Choose tools
6. Continue to evaluate and learn!