



MAKE A DIFFERENCE

## Media Pack

As a Group Leader we know you're going to be busy so here's some quick pointers about working with different media and how it might help you achieve your Groups objective.

### Using the Go Make a Difference logo – branding guidelines

We're very proud of our logo and we want you to make use of it wherever you can. Two versions are attached and you can use either of them. As Go Make a Difference is a national challenge we want to keep use of the logo consistent – so some simple 'do's' and 'don'ts'.

- Always leave a block of white space around the logo
- Always use the logo in the shape and style it's provided in
- Never put any picture or text over the logo.
- Never display the logo at any sort of angle – keep it straight.
- Never change the colour scheme
- You can scale the logo to suit your purpose, but please keep it proportional don't change the aspect ratio.

## Download the Go Make A Difference Logo:

[Transparent Black](#)

[Transparent White](#)

### Social Media – our values

Social media isn't just a place for us to announce what we are doing. It's a place for us to reach our community and the world with the exciting news of what your Go Group is doing. With intentionality and effort, social media is a ministry. As we shape who Go Make A Difference online, it's important to keep these values in mind:

Humanize Go Make A Difference, show the people in our projects and share how Go Make A Difference is changing lives and making a difference. The campaign is about people and community, so be intentional about sharing stories in an authentic, human way.

Share with excellence. Every post, picture, and tweet is worth being excellent. Social media may be the first or only way someone learns about Go Make A Difference, so create a worthwhile impression through interesting images, compelling content, and a consistent presence.

Invest in our relationships. It's not broadcast media, it's social media. Let's make our social media efforts genuinely social through interaction. Foster community through timely responses, encouragement, and praise.

Collaborate consistently. Set up a regular briefings with your GoMAD Reporter who is running media efforts on your behalf. Examine what worked, what didn't, and why? Evaluate what time of day, format, and messaging is best. Use what you learn to make adjustments for the future.

If you **Tweet** then include @gomadgroup and we can all share your news.

We also have a **Facebook** page facebook/gomadgroup so make use of it.

Go Make A Difference social media must always be positive. Avoid controversy and public argument.

## Your local newspaper and TV.

Many local newspapers really appreciate it if you write your own article and send your own photos to them. They will be far more likely to publish your story if:

- It reaches them before their deadline.
- It's a story of something that's happened since the last edition was published (usually the last week), so you need to be quick writing up what you've done
- The photo clearly illustrates the story
- It's not too long (or short) and concisely explains what has been happening.
- It fits the style of the newspaper – read other articles to see what that style is.

Why not have a word with your local paper and ask if they would be interested in a 'diary' of the project – where each week you write a piece and send them a photo. They could follow you – their local Go Group - from the start to the final!

You may have noticed that **regional TV** stations are increasingly using video from mobile phones and cameras when they report news stories. Emailing the news desk with a story that's a little unusual, complete with a photo or video clip, might be broadcast – or cause a news reporter to call you (don't forget to add your phone number to your email).

If you have a special moment in your project then plan in advance to involve the local TV – let them know about the date well in advance and exactly what will be happening at that time. If for example it's the grand opening of your project, let them know what your Group has achieved - and how old they are; how much effort has gone into the project; what obstacles you've overcome and tell them you have 'before', 'during' and 'after' photos/video's (they love that!). If you have a celebrity opening your project then tell them who it is – and if you haven't and want TV Coverage, you could do worse than ask one of their star reporters to do the official opening bit!

Which is your **local radio** station? There are two ways that local radio may support your Go Group. There's a chance that your story might make it onto the news slot, but it would usually have to be an exceptional story told in very few words (seconds not minutes!). Local news is usually a regional feed, so not that local, it often includes quite a bit of national story telling as well. If the news slots are likely to be hard work, look for the programme that has a community magazine format. This is much more relaxed, can report in more depth and will usually involve an interview (on location or in the studio) with someone involved in the project. If you do get the opportunity to be interviewed on local radio, don't forget to tell them all about Go Make A Difference – that way people can find details of your project through the website.

Most areas will have a local **community publication** – often printed but increasingly on-line. Contact them and see if they will cover your story – after all it's about your community.