

Getting Noticed:

Beyond the Press Release

We Choose Health Action Institute

Springfield, IL

September 21, 2012



Public Health
Prevent. Promote. Protect.

Champaign-Urbana Public Health District

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Administrator

Keys to our success

1. Be accessible.
2. Be a resource.
3. Be everywhere.

Be Accessible

- News is now a 24/7 business...even for minor stories
- My cell phone number is provided on my office voicemail
- Media often text me
- I respond to e.mail
- I respond on FB
- I answer calls & texts 24/7

Be a Resource

- View relationship as partnership
- TV reporters are often inexperienced
- Make a suggestion or referral
- Offer to provide additional footage
- Pitch another story while you have their attention
- Provide them with handouts/websites/swag
- Friend them on FB and follow them on Twitter.
Send comments.

Be Everywhere

- Social Media
- Micro messaging
- Comment on on-line news-related forums & link to your website
- Send PSAs
- Bilboards that link to sites (web, FB, Tw)
- QR Codes that link to sites (web, FB, Tw)
- Use text messaging
- Solicit input through Survey Monkey

How Successful are We?

- Press releases – 17
- News media mentions/articles – 48
- Press conferences – 2
- Contacts made by the media to CUPHD – 71
- Followers on Twitter – 376
- New Likes on Facebook – 70
- Total Facebook: ~3,000

You are posting, commenting, and liking as Champaign County Prepares — Change to Julie Pryde



Champaign County Prepares

Timeline

Liked

Overview

Likes

Reach

Talking About This

Check-Ins

All dates and times are in Pacific Time

Export Data



Total Likes?

1,090 ↑0.18%

Friends of Fans?

343,966 ↑0.21%

People Talking About This?

3 ↓-83.33%

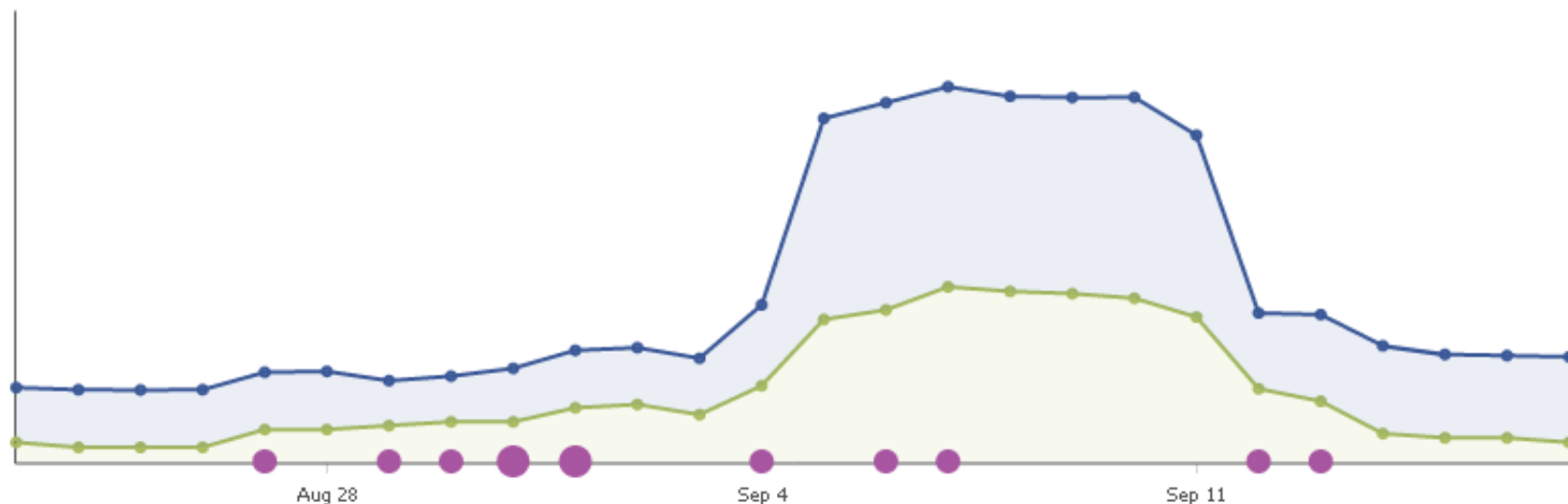
Weekly Total Reach?

781 ↓-81.07%

Total Subscribes

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Posts? People Talking About This? Weekly Total Reach?



Page Posts (Updated 5 minutes ago)

All Post Types

Chat (16)

Julie A. Pryde, MSW, LSW, CPHA

Public Health Administrator

Champaign-Urbana Public Health District

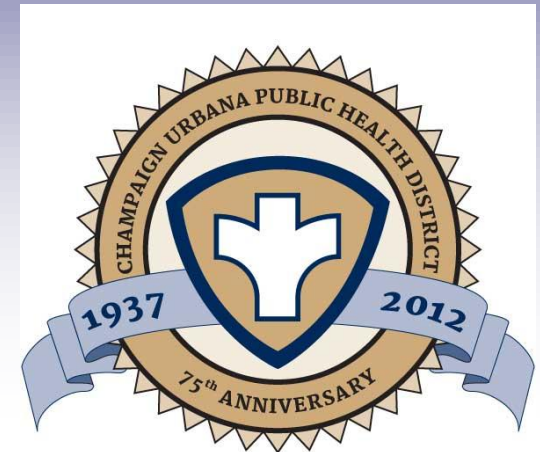
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LIKE us on Facebook: www.facebook.com/CUPHD

FOLLOW us on Twitter:

www.twitter.com/CU_PublicHealth



A Book of My Own
Providing a free book for every kid receiving services through C-U Public Health District programs.

Please consider donating your used kid's books (birth-teen).
Free pick-up!

Contact Julie at 217.202.0657
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