



# PUBLIC RELATIONS & COMMUNITY OUTREACH

QuidCamp 2017

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# COMMUNITY ENGAGEMENT

## INTERNAL

Already involved with quidditch:

- Players
- Team staff
- Family & friends

## EXTERNAL

Not involved with quidditch (yet):

- Press
- Potential spectators / fans
- Potential sponsors

# SOCIAL MEDIA

- Know your platform
  - Facebook: “regular” platform for announcements etc., story creation
  - Twitter: personal character, short stories, sometimes useful to communicate with people
  - Instagram & Snapchat: show the personal side of your organisation/team
- Know your target audience
  - Internal: Facebook group, ...
  - External: Facebook page, Twitter, Instagram, ...
- Be consistent
  - Style: tone, visuals, design
  - Content

# STYLE & METHODS

\*\* Kidditch! \*\*

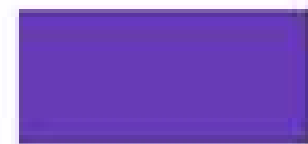
Now that we have your attention.. 😊

██████████ has been approached with a request for a kidditch workshop, as part of a scouting camp. The workshop would be on April 22, between 15.30 and 18.00, and consist of about 80-100 kids aged 7-11. The location is not entirely clear yet, but would be near ██████████

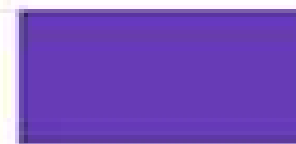
As you can imagine, that's a few kids too many for ██████████ to handle by itself, so we're looking for some volunteers to help us out. Experience and affinity with children are highly appreciated.

In total, we're hoping to take about 8 volunteers to this workshop, chosen based partially on experience/affinity with children. However, even if you don't have any particular experience/affinity with children, we do encourage you to sign up and let us know you're interested.

<https://docs.google.com/.../1FAIpQLSddbJfXSB51zU9C9.../viewform>



Kidditch!



██████████ has been asked to host a Kidditch workshop, and we would like your help!

# STYLE & METHODS

- Work with visuals to capture attention (pictures/videos)
- Emotions in realtime work best (e.g. at tournaments)
- Avoid long texts, nobody wants to read them
- Shorten links (e.g. bit.ly)
- Facebook:
  - Posts including pictures or videos are shown more regularly/higher on people's newsfeed
  - Use link previews where necessary, but consider replacing the automatic preview picture (or post a picture instead and include link in post)

# STYLE & METHODS

Target group!

Please just don't.

\*\* Kidditch! \*\*

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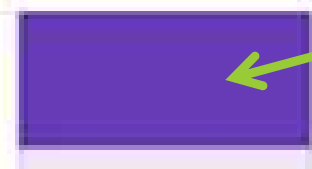
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Kidditch!

\_\_\_\_\_ has been asked to host a Kidditch workshop, and we would like your help!



Delete after Facebook got you the link preview

Replace by matching photo (1500x785px)



# PRESS AND MEDIA

- Important types:
  - News websites (short articles, unlimited space)
  - Newspaper (short articles, limited space)
  - Magazines (longer articles)
  - Radio (live or recorded)
  - TV (live or recorded)
- Local media outlets are easier to get in
- Give them a story

# PRESS: GETTING IN TOUCH

- Press release via email
  - Ask Google how a press release is commonly written in your country
  - Include pictures for free use (e.g. as attachment or a link to a Dropbox folder)
- Timing:
  - Early morning (7.00 to 8.30 am)
  - Rule of thumb: Wednesday for events happening on Saturday/Sunday
  - ASAP for event results
- Possibility to follow up by phone if you do not hear back



# PRESS: QUIDDITCH VS HARRY POTTER

- Curiosity factor in our favour
  - Always include quidditch early on in the subject line of your emails
- Most journalists don't know better – educate them!
  - Be polite but insistent
- You can refuse to do Harry Potter related things you don't feel comfortable with (e.g. “jumping with the brooms” pictures)
- Be able to explain quidditch without mentioning Harry Potter
  - Some key aspects to point out: team sport; mixed gender, full contact; elements from handball, rugby and volleyball

# PRESS: STAYING IN TOUCH

- Build up your media network
- Follow up with journalists who published nice pieces on quidditch
  - Inform them about future activities and successes
- Share articles / videos via your social media channels
  - The more attention an article get, the higher the chances that they want to cover the topic again!



# PRESENCE IN YOUR COMMUNITY

Attract...

- new players
- spectators / new fans
- sponsors

# PRESENCE IN YOUR COMMUNITY





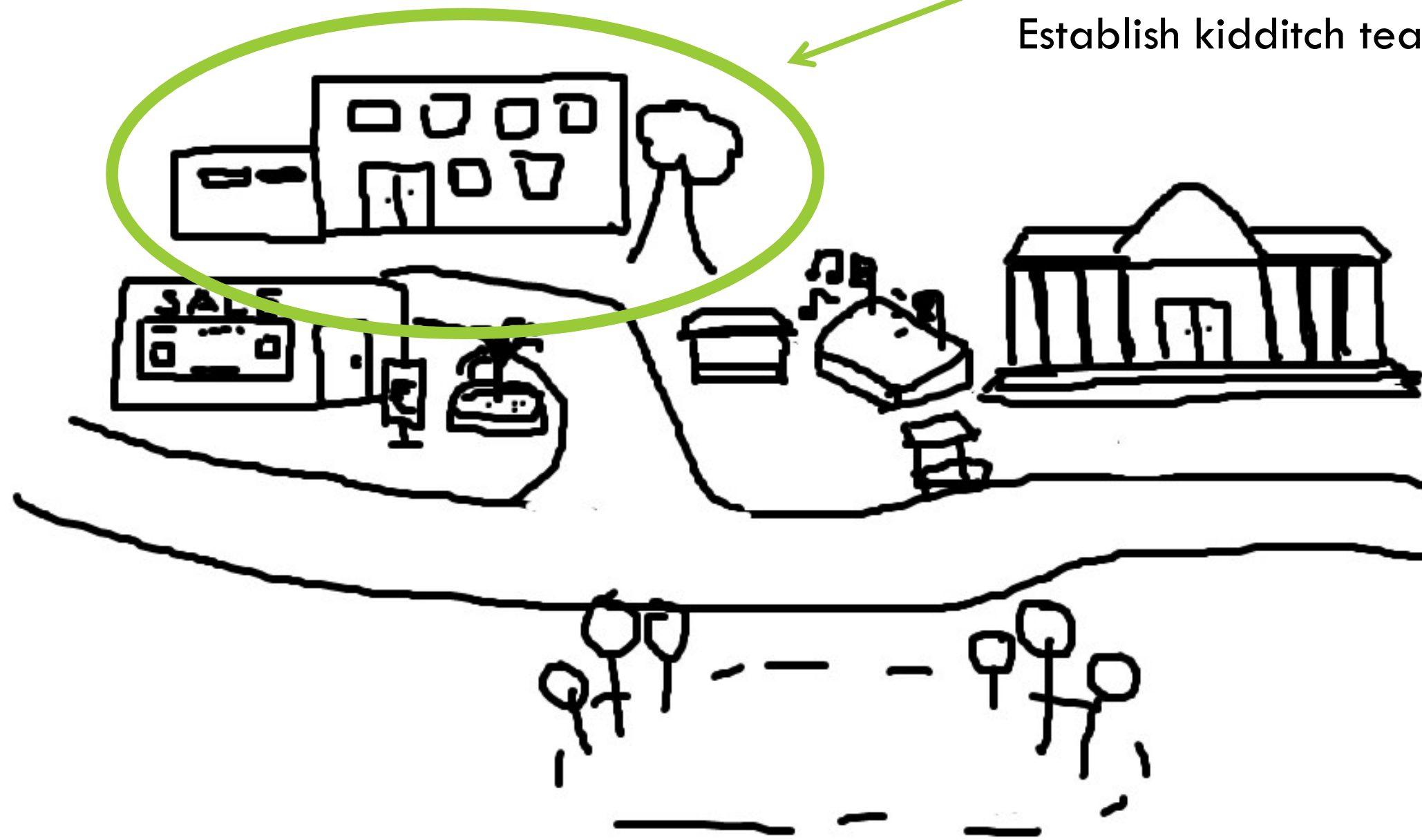
# STREET & SPORTS FESTIVALS, CONVENTIONS

Showcase quidditch & yourself  
Have signup lists ready



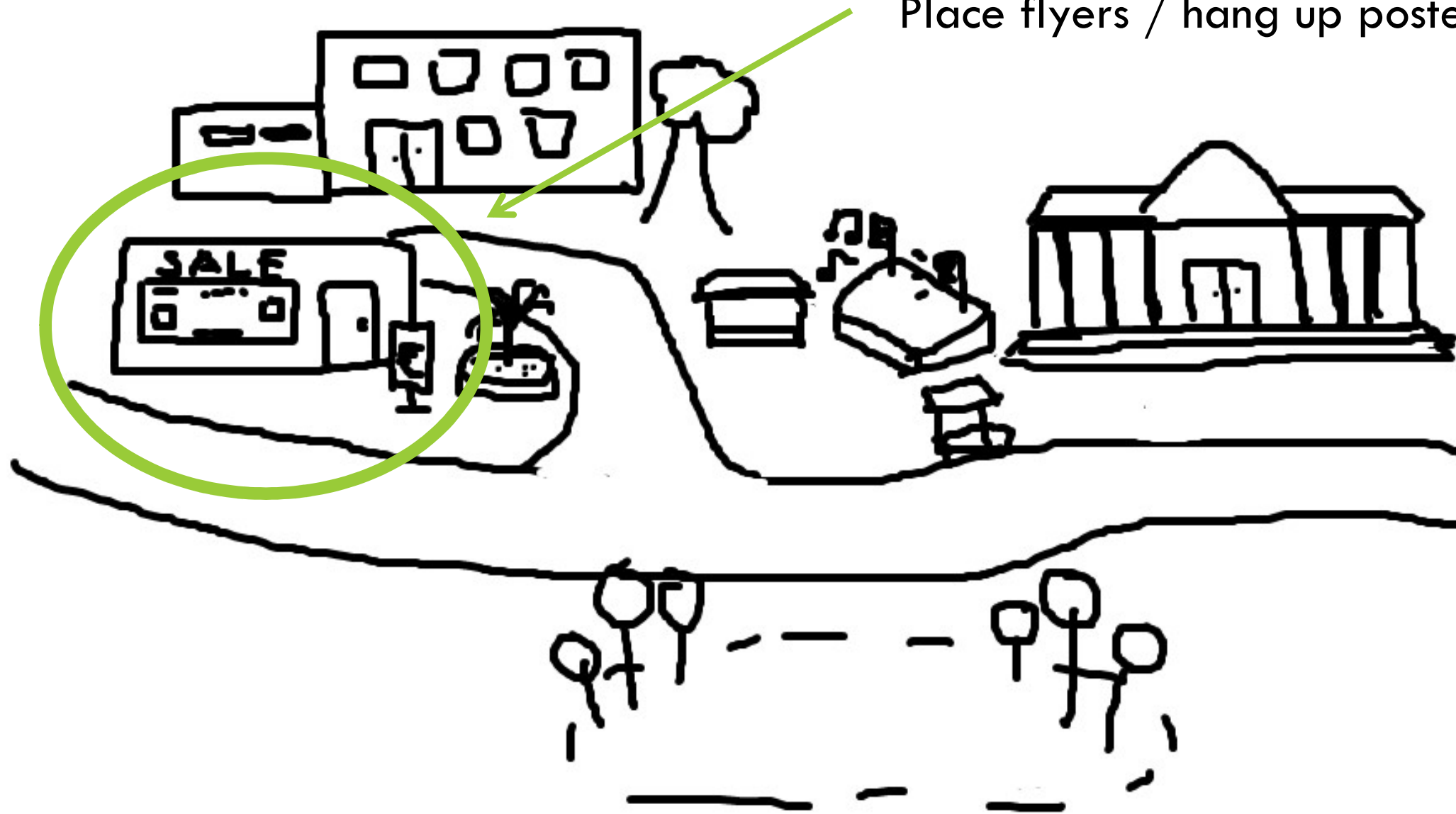
# COOPERATE WITH SCHOOLS

Give lessons or workshops  
Establish kidditch team



# ENGAGE LOCAL BUSINESSES

Engage as sponsors or partners  
Place flyers / hang up posters



# ADVERTISE IN KEY LOCATIONS

Hand out flyers (e.g. for events)

Hold practices in frequented parks





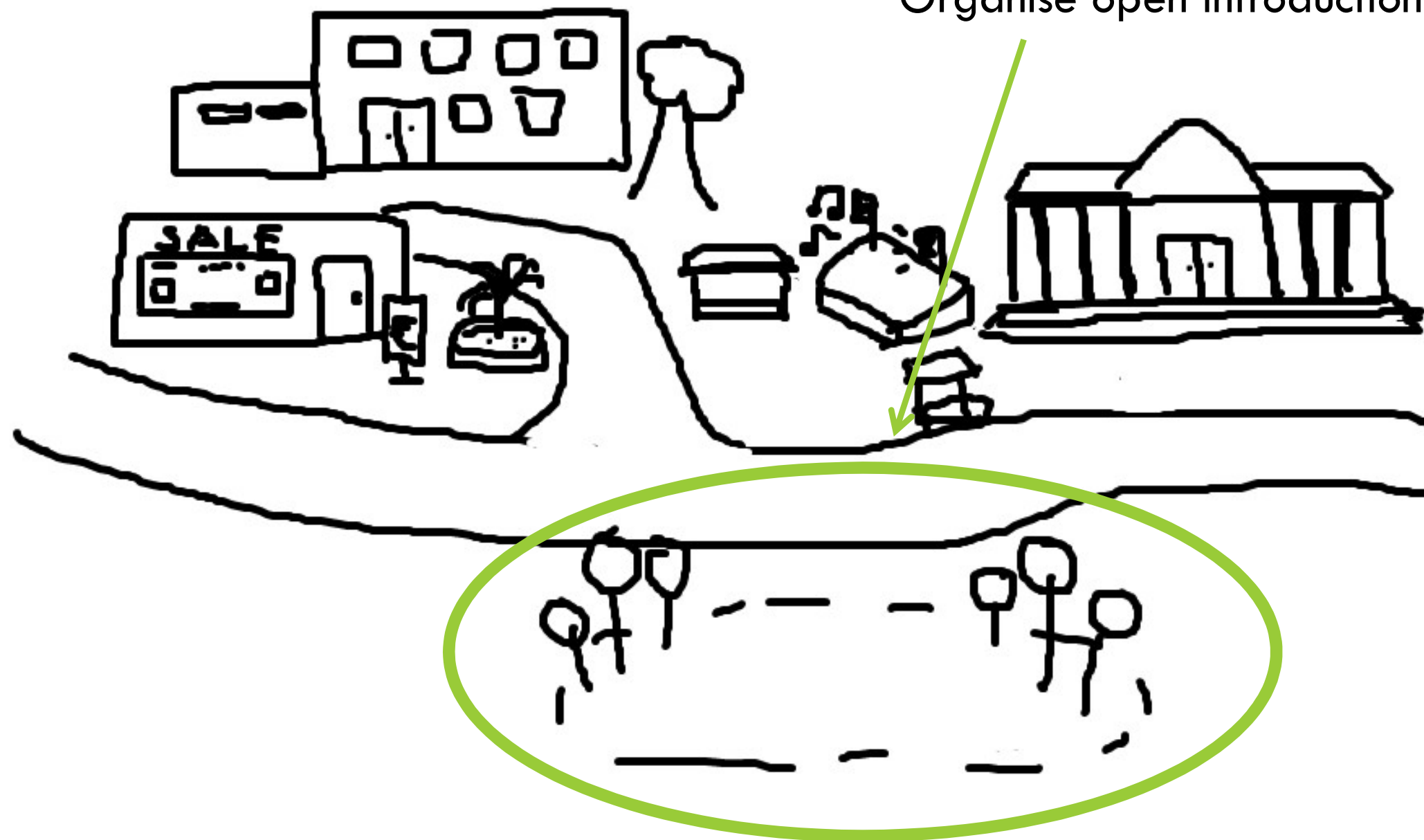
# INVOLVE LOCAL POLITICIANS

E.g. as event patrons



# WORKSHOPS AND OPEN TRAININGS

Hold workshops for other organisations  
Organise open introduction practices





# EXAMPLE: IQA WORLD CUP 2016





# EXAMPLE: IQA WORLD CUP 2016







**YOUR EXPERIENCES?**