



## Event Report from Annette Dupuy

### *How to build your profile in the Media*

*Lorna Sixsmith (086-1051007) lornasixsmith.com*

#### *Event description*

Getting press coverage and social media attention can be a challenge for small businesses. Yet farmer and author **Lorna Sixsmith has received significant print, TV and radio coverage** for her three self-published books, crowdfunded the self-publishing of her first book *Would You Marry a Farmer?* and used social media to promote her books. **Lorna will share how she grew her social media following**; gained radio, TV and press coverage and got her books stocked by all Irish bookshops. This talk should be of interest to small start-up business people particularly in the creative / media, home industry and agricultural sectors, as **Lorna discusses her experience on all social and traditional media platforms**, as well as her books, writing, publishing, social media & farming careers. **Lorna's second book *How To Be A Perfect Farm Wife* won Best Nonfiction in the Carousel Aware Book Awards for independently published books.** Her third book *An Ideal Farm Husband* was launched in 2016.

*Wexford Library*

*7-9pm, 7<sup>th</sup> February, 2017*

---

Very interesting event where the following tips were shared & are of relevance to PPN and members;

#### Pictures

- Recommendation to have a good bank of high res images as any journalist is more likely to cover an event or individual if you have good quality pictures that you can provide.
- When conducting a radio interview try to get a photo with the presenter or with the radio station branding that you can share after on social media to tell people about the interview.

#### Tips for getting coverage

- Need to think what's news – why is it of interest. It can't just be selling you
- Solve a problem - highlight the benefits of what you are promoting
- Make it print ready – as much as possible provide an article in itself – leave them little work to do
- Consider what platforms, titles etc work best for your target audience – when are they likely to be online, reading newspapers, listening to the radio
- Consider lead times for journalists - they will need it in time to consider using it
- Be aware of competition – if one radio station/paper covers you then another might not
- Collaborate with others - they might bring you a different audience
- Think ahead – piggyback on topical news.

## Social Media Tips

- Blogs grow your following – and journalists read blogs and source interviewees from there
- Blogs also increase your google rank
- It's important to let people know what to expect - be somewhat regular in your pattern of blog posts – e.g. once a month rather than three in one month then nothing
- Entice people to your blog/website with facebook and twitter – make sure to add hyperlinks – make it easy!
- Best time of day to post depends on audience – for example for stay at home mums after the school drop might be their time online.
- 1-2 a day is probably the most updates for facebook. However, you might have lots of twitter conversations – more dip in and out.
- For twitter check hashtags (#) of relevance to you. For example are there community or ppn hashtags. Could you use hashtags to increase reach or to connect with likeminded individuals
- Journalists use twitter to seek interviewees. Search #journorequest to look for opportunities

## Website

- Put a press page on your website – it shows the coverage you've gotten and increases profile

## Podcasts

- Add to your website, link to them with social media
- Soundcloud can be used for podcasts for free
- Podcasts 6-7 mins
- With a link to a podcast include a text summary also as people scan read online – reading circa 28% of content. If they don't listen to the podcast they may scan the text.

## Remember;

- You need to see a product seven times before buying it – all coverage adds to this exposure
- Set realistic goals – what can you do, you can't do everything
- One thing leads to another and the more you are out there the more people will find you.
- Make yourself available – you might get short notice but try not to say no.
- As people get to know you and your style they will start to recommend you – for example if someone is looking for a community view and you are the face of the PPN they will be more likely to ask your view.
- Other people will recommend you to journalists – take these opportunities