

HOW TO GENERATE MEDIA INTEREST



TEAM
UNHCR

HEROES FOR
HUMANITY

Engaging local media and social media.
Tools for sharing your story.

Find out more at teamunhcr.org.au



UNHCR
The UN Refugee Agency
Australia for UNHCR



HOW MEDIA CAN HELP YOU, AND TEAM UNHCR

HOW TO MAXIMISE YOUR FUNDRAISING EFFORTS

A great way to maximise your fundraising efforts is to engage with local media in your area, as well as using social media to spread the word.

To help you do this, we've developed this media activation kit, to take your fundraising efforts to the next level.

By raising funds for Team UNHCR you're making a real difference to refugees around the world.

It's time to tell the world about the great work you're doing with Team UNHCR.

MEDIA RELEASE TEMPLATE

[Download our media release template here](#) to help you engage with your local media.

HOW TO ENGAGE LOCAL MEDIA

1. Before you engage local media, please contact Australia for UNHCR to let them know about your fundraising activity.
2. Think about local media, such as newspapers, radio stations, websites, and even TV – if your story is exciting enough!
3. We'll help guide you through the media engagement process and assist you every step of the way.

Our team will:

- Determine whether there is a positive and compelling story to be told to local media.
 - Help you identify media targets in your area
 - Let you know the dos and don'ts when speaking to media
4. Contact your local media of choice via phone or email.

CONTACT DETAILS TO DISCUSS YOUR FUNDRAISING MEDIA OPPORTUNITIES:

Team UNHCR

Direct: 1300 361 288

Email: community@unrefugees.org.au



GETTING THE MOST OUT OF SOCIAL MEDIA

GETTING STARTED

Social media can be your biggest ally when gaining support for your Team UNHCR fundraiser. More people knowing about your fundraiser equals more donations! Remember to create a page and then share with your personal networks, local community groups and Australia for UNHCR followers.

SHARE WITH YOUR FRIENDS & FAMILY

Sharing your story on your personal social media is a great way to tell your friends and family about your Team UNHCR fundraising efforts. Your first stop is to follow Australia for UNHCR on all of our social media platforms. Tag us in your posts and hashtag **#TeamUNHCR** to keep us in the loop – and we can also potentially share your post on Australia for UNHCR's channels to give your fundraising activity additional exposure.



AUSTRALIA FOR UNHCR ON SOCIAL MEDIA



www.facebook.com/australiaforunhcr



[@UNRefugees](https://twitter.com/UNRefugees)

<https://twitter.com/UNRefugees>



[@australiaforunhcr](https://instagram.com/australiaforunhcr)

[https://instagram.com/australiaforunhcr/](https://instagram.com/australiaforunhcr)

Don't forget to tag **#TeamUNHCR** on Twitter, Instagram and Facebook to share your story with the rest of the team!



GETTING THE MOST OUT OF SOCIAL MEDIA

SHARE WITH YOUR COMMUNITY

First and foremost, if there are Facebook groups that you think can help promote you, contact the person who runs the page (also known as the group admin) and ask them to have their friends like your page.

CROSS PROMOTE THE PAGE

Where possible get the page promoted. For example if you're at work, perhaps your company will promote your fundraiser on their Facebook, Twitter and Website. If you're a Student perhaps your school or university can give you a shout out across their social media channels.

TRY TO POST ON THE PAGE AT POPULAR TIMES OF DAY.

Each page audience will be different, but as a general rule, the most people are on Facebook from around 6-8pm.

Once you have posted a few times, you will be able to view the insights tab on your page and see when people are online.

INCLUDE SOME PHOTOS

On Facebook images are generally best. Try to upload large images rather than relying on the images that get generated randomly when you post a link.

PLEASE CONTACT AUSTRALIA FOR UNHCR TO DISCUSS ANY SOCIAL MEDIA QUERIES:

Community Team Contact Details

Direct: 1300 361 288

Email: community@unrefugees.org.au

DRAFT SOCIAL MEDIA POSTS

Draft social media posts have been provided for you below to give some examples of how you could promote your fundraising activity. Tweak and tailor these to fit your personality - it's got to sound like you!

BEFORE YOUR ACTIVITY

<Insert your fundraising group name here> will be holding/taking part in a <insert description of activity> to support Australia for UNHCR (tag brand page) on <insert date of activity> at <insert location of activity>. Come on down and show your support for the world's refugees! <if appropriate, depending on activity> #teamunhcr

ON THE DAY/DURING YOUR ACTIVITY

We're down at/taking part in <insert location/name of activity> from <insert time of activity> raising funds for Australia for UNHCR (tag brand page) to support refugees in need. Stop by and <insert how people can participate> to show your support <if appropriate, depending on activity> #teamunhcr

AFTER YOUR ACTIVITY

Thank you to everyone who came down to support/supported our fundraiser as we took on <insert challenge> for Australia for UNHCR (tag brand page). We raised <insert fundraising total if you'd like to share> for refugees in need. To learn more about Australia for UNHCR visit www.unrefugees.org.au #teamunhcr