



**Surrey**  
Wildlife Trust

# Raising Your Profile

Spreading your message to potential members, supporters and funders

## The basics

**Whether you are writing a press release for your local paper or radio station, setting up a social media account or writing a blog or article for your local newsletter, community notice board or Facebook group, the following rules usually apply:**

- Summarise your aims or activity as punchily as possible.
- Keep the language simple and clear, using short sentences and avoiding jargon.
- Set out a clear call to action for people, or a specific public body, to take.
- Relate what you write to a bigger picture or item in the news.
- Set out the following things: what is happening, why is it happening, where is it happening, who is carrying out the activity and why (and how) should people get involved.

## TOP THREE TIPS

### **1** Developing a brand identity

Having a brand identity including a logo can help to increase public awareness of your community group. It can also help your professional appearance and generate greater impact if you are writing to decision makers or the media. It's worth developing or sticking to a logo, colour palette, slogan or a particular font.

**Find out more here about creating a brand identity and developing other marketing materials at:**

[canva.com/learn/brand-identity](https://canva.com/learn/brand-identity)  
[canva.com/free](https://canva.com/free)

### **Using Surrey Wildlife Trust's logo on marketing materials**

The use of our logo is restricted to organisations with whom we have a formal partnership agreement. Please do not use our logo without consulting with a member of our team first, via [info@surreywt.org.uk](mailto:info@surreywt.org.uk)

## **2** **Generating a social media presence**

**Social media channels, including Facebook, Twitter, LinkedIn and Instagram is increasingly used by people of all ages to keep up to date with causes they care about. If you create a social media account:**

- Post regularly, so that people know you are active. It's worth devising a simple schedule of posts, even if they are simple reminders of upcoming events or activities.
- Limit access to the account – perhaps nominate one or two 'gatekeepers' to ensure that the account doesn't become flooded with content.
- More information about social media strategies at [digitalmarketinginstitute.com/blog/social-media-strategy](https://digitalmarketinginstitute.com/blog/social-media-strategy)

### **The Power of Blogging**

Blogs are a fantastic way to engage your audience and showcase your expertise as an organisation. At Surrey Wildlife Trust we are always looking for guest bloggers who would like to showcase their community work.

**It makes sense to:**

- Define the purpose of the blog before writing and think about how to make it accessible to as wide a readership as possible.
- Create an impactful title. What terms might people use on Google to find your blog?
- Include engaging images.
- Make it clear what actions you want people to take after reading your blog – and how can they learn more or take the next steps?
- Don't write too much – 500 words is more than enough.

## **3** **Contacting the local media**

Local newspapers and radio stations are not as abundant as they once were, but most communities are still served by a handful of local or regional outlets. Local journalists love to report on people who are actively campaigning for change or working to get things done in the community.

Email is usually the best medium for making contact, and most outlets will have a news desk address, or specify specific local correspondents, on their websites. To get the attention of a journalist, keep any messages short, immediately getting to the point with a punchy title and opening paragraph.

**Examples of Surrey Wildlife Trust media releases are at:**

[surreywildlifetrust.org/news](https://surreywildlifetrust.org/news)

### **Interviews**

If you are invited to take part in a broadcast interview, it's useful to have very simple set of bullet points to hand to help you remember the key things you want to say, but never read directly from a script!

If you need any informal advice on how to manage media interviews, contact [info@surreywt.org.uk](mailto:info@surreywt.org.uk)