

PR: Getting your Club in the News

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In today's session we'll cover

- Back to basics – **Liz**
- What constitutes 'news' **Debs**
- Alternative routes and ideas **Kathryn**
- Your examples and SIGBI support **Debs**

It's an informal chat – please do ask questions as we go along

Back to basics

Back to Basics

- Research your local media: newspapers, TV, radio, local freesheets, parish magazines etc.
- Contacts section of website for email addresses and sometimes phone numbers
- Find out who's who and build a relationship
- Find out about deadlines and provide the content they want
- Make sure you provide a reliable contact who will respond promptly and give them what they need
- Get your Club a place in **their** 'good contacts' book



That's TV Freeview 7/8

Have you heard of it?

In our Region:

Hampshire

Solent

Surrey

Wiltshire



An example from South East England Soroptimists



SIMPLY THE BEST!

As if any excuse were needed to celebrate the brilliant women from within our county, it's both International Women's Day on Sunday, March 8, and, a week later, Mother's Day. We take a look at the brilliant work of the Soroptimists here in Kent, celebrate some wonderful mothers and hear about the women fictional, historical and very much still alive who constantly inspire us

Source: The Kent Life team



Photo credit: © 2017 Soroptimist International. All rights reserved. Supporting global women projects. The photo shows the Kent Soroptimist Club members with their Chairman, leader of Kent Soroptimist Club.

WOMEN'S DAY is a day for Soroptimists to celebrate the achievements of women and girls locally, nationally and internationally. It is a day to recognize the contributions women and girls have made to society and to inspire the next generation to follow in their footsteps.

In Kent, there are a number of Soroptimist clubs, each with its own unique character and achievements. These clubs work together to support women and girls in various ways, including providing mentorship, offering training opportunities, and advocating for women's rights.

The Kent Soroptimist Club is one of the most active and successful clubs in the county. It has a long history of supporting women and girls, and has achieved many milestones over the years. The club's members are dedicated to making a difference in the lives of women and girls in Kent.

A FIRST PIONEER
Mrs. J. M. Smith (1850-1920) was a Soroptimist and former president of the Kent Soroptimist Club. She was one of the first women to join the club and played a key role in its early development. Mrs. Smith was a pioneer in many ways, including being the first woman to speak at a Soroptimist meeting and the first woman to be elected as a Soroptimist.

Mrs. Smith's contributions to the club and to the Soroptimist movement in Kent are highly valued. She is remembered for her leadership and her dedication to the cause of women's rights. Her legacy continues to inspire Soroptimists in Kent today.

INTERNATIONAL WOMEN'S DAY

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WOMAN TO WOMAN
A Soroptimist, Caroline Anderson has become a role model for women and girls. She is a member of the Kent Soroptimist Club and has been instrumental in many of the club's activities. Caroline is a dedicated and hardworking woman who has made a significant impact on the lives of many women and girls in Kent.

THE INSPIRING PRESIDENT
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What constitutes 'news'

“Just because its worthy, doesn’t make it newsworthy” Alistair Campbell

What Constitutes ‘News’

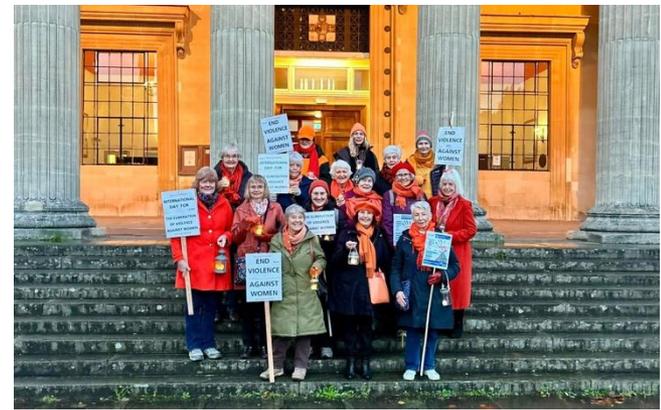
Put yourself in the position of a local journalist. She’s:

- Probably covering a number of publications
- Receiving 100s of submissions daily
- In competition with TikTok, Facebook, local news feeds etc

Make life easier for her!

What Constitutes 'News'

- Look for the hooks and angles in your story (emotional connections, people stories etc)
- Make it local
- A photo can say 1000 words – it doesn't always need a big story (and offer it to the picture desk)
- UN Days
- Anniversaries, progress updates
- Comments on local initiatives can all raise awareness
- Joint releases with other groups to add more value



Alternative routes and ideas

Alternative Routes



- What does this image show?
- What if your local paper is no longer in print?
- There are alternative routes to build effective communications and promote our work...

Social Media

- Oodles exist - hone it down – who is our audience - where do they spend time?
- Clubs can be most effective on Facebook.
- Regular, consistent posting builds trust as well as awareness.
- Engagement builds community – be active and inter-active.
- Use the analytics – see what has worked, do more of this.
- Split the job between 2 or 3 of you (Admins).





Posting

- Develop a content plan and schedule it.
- Tell people who we are, what we doing, and why.
- Say 'Please comment, like and share'. Ask for opinions.
- Use photos and other images/diagrams.
- Use links in your posts to your website.
- Follow and be followed.
- Post and comment on the many community group pages, local MPs, county councillors, women's issues etc.
- Your posts will be searchable – include #

Other Opportunities To Tell Your Stories



- **Write guest blogs and opinion pieces** that showcase our expertise and share our successes.
- **Speaker slots** – where you can add real value and insight. Online as well as offline opportunities exist.
- **Local radio** – don't neglect your local radio station. Don't worry about being live on the radio, chances are you'll be recorded.
- Be ready when any of the above appears online/in social media.

Help from the SIGBI Hub

Social Posting & Sharing Brief for Clubs

Campaign/Theme: Health – Cervical Cancer

Context:

The campaign to eradicate cervical cancer is not new and many clubs and regions have been actively working to raise awareness for some time. However, we are using the UN's World Health Day on 7th April as a hook to remind audiences of our campaign and to refresh our marketing and communication tools.

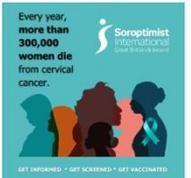
The campaign falls into two parts, both of which are aimed at eradicating cervical cancer which is one of the most deadly yet preventable disease. Early detection and vaccination can eliminate it altogether and therefore our campaign 'calls to action' are to educate and inform our audiences to be screened and get vaccinated. In the UK, the vaccination is widely available while in other parts of the world, making the vaccine part of the cancer toolkit for health professionals is another part of the campaign.

Resources

Along with the usual graphics and short video to share on social media, we have also developed a

created short videos and We've created graphics for you to use, including some like these which have space in the middle to add your own headlines. →

You can find everything you need in the Resources & Marketing folder, in the live campaigns folder, Health, cervical cancer.



1 Ready to go graphics



**Soroptimist
International**
Great Britain & Ireland

ARE YOU
24 - 34
YEARS OLD?

REGULAR
CERVICAL SCREENING
CAN SAVE LIVES

CERVICAL CANCER
can be cured
if identified
at an early
stage.

GET INFORMED
GET SCREENED
GET VACCINATED

CERVICAL CANCER
AWARENESS

**Soroptimist
International**
Great Britain & Ireland

2

Key messages

STANDING UP
for Women and Girls

3

Webpage link about our work on Cervical Cancer



4

The Hub

Name
1. Training, Guides, Support
2. Live Campaigns, Current Programme Resources
3. Club Marketing Tools and Materials
4. On-going (Evergreen) Resources & Archive

Cervical cancer is preventable and curable, as long as it is detected early and managed effectively.

Yet it is the 4th most common form of cancer among women worldwide, with the disease claiming the lives of almost 350,000 women in 2022. Few diseases reflect global inequalities as much as cancer of the cervix. Nearly 94% of the deaths in 2022 occurred in low and middle income countries. This is where the burden of cervical cancer is greatest, because access to public health services is limited and screening and treatment for the disease have not been widely implemented.

Since 2023 Soroptimists have been working hard to raise awareness of the importance of screening for the disease and to encourage vaccination to completely eliminate it.

Putting Cervical Cancer in the Rear View Mirror

Cervical cancer used to be a disease of older women who had never had a 'smear test'. Today, there is a far better screening uptake and the peak age for cervical cancer is now 30-34 years.

In addition there is a vaccine that can be given to 12-13 year olds which would protect against cervical cancer. The HPV vaccine is not routinely offered but if it were administered worldwide to younger girls, along with screening for older women, cervical cancer could be eliminated by 2030. See the World Health Organisation's [Global Strategy for Cervical Cancer](#) adopted in 2020.

According to a 2024 study funded by Cancer Research and published in [The Lancet](#),

"Through cost-effective, evidence-based interventions, including vaccination of girls, screening and treatment of precancerous lesions, improving access to diagnosis and treatment of invasive cancers, we can eliminate cervical cancer and make it a disease of the past."
Dr Tedros Adhanom Ghebreyesus, Director-General, World Health Organisation

The Human Papillomavirus (HPV) Vaccine
 The HPV vaccine helps protect against HPV, a common virus that is spread through skin contact (usually when having sex). It is recommended for children aged around 12 years old and for people at higher risk from HPV.
 Most types of HPV are harmless. But some types are linked to an increased risk of certain types of cancer, including cervical cancer.
 The vaccine can also protect boys. Since it guards against other cancers such as of the mouth, anus, and penis, it can protect boys, particularly when administered at a young age. It also prevents the risks of these cancers being passed on during sex.

Thank you

COMMUNICATION CAFÉ

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GOT A QUESTION ON CANVA?

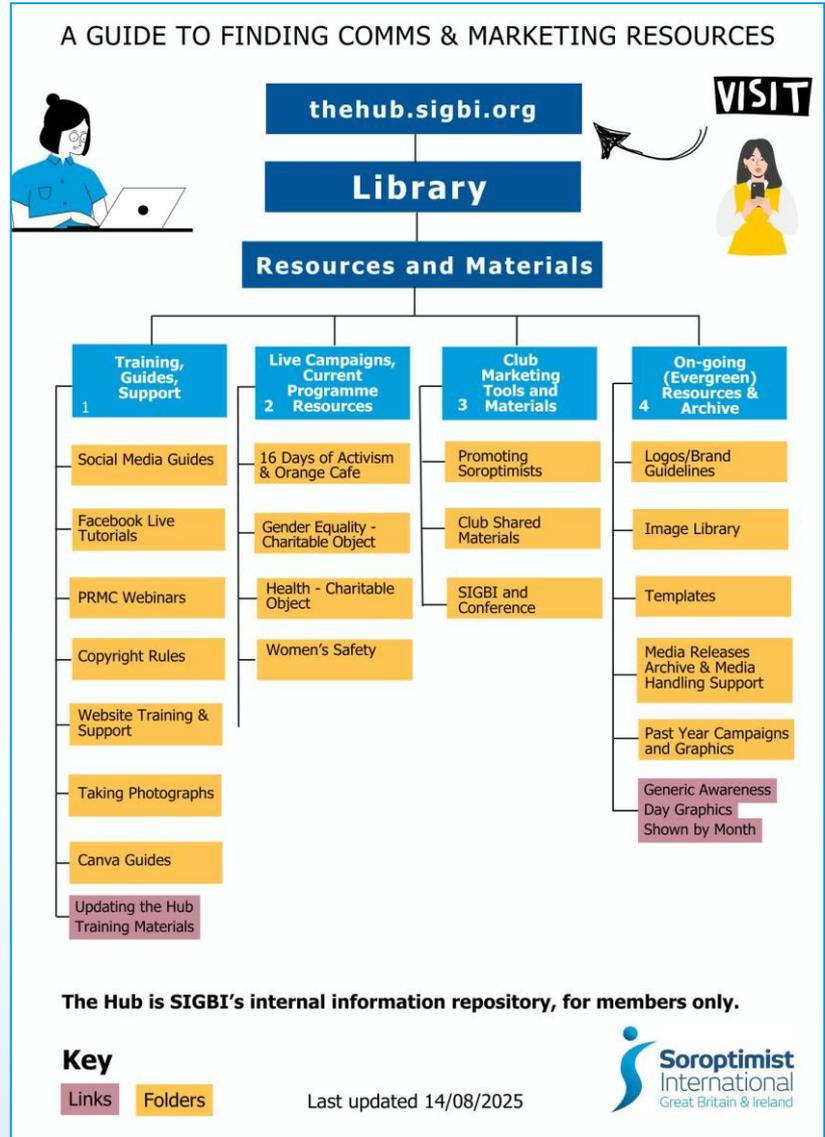
FACEBOOK FAILING YOU?

WEBSITE WOES?

**Drop in to our monthly surgery
and ask SIGBI comms
volunteers and experts**

**LAST FRIDAY OF EVERY MONTH,
DROP-IN FOR AN HOUR FROM MIDDAY.**




STANDING UP
for Women and Girls

Southern England Soroptimists in the News

**Which Club made the most
impact? VOTE NOW!**

CONGRATULATIONS!

