



12 TIPS TO GENERATE PUBLICITY & INCREASE YOUR VISIBILITY

- 1. Get the press on your side** – involve the local press by creating a press release with your latest news and sending it out to the main and local media. You will generate visibility, gain credibility and amplify your network.
- 2. A picture is worth a thousand words** - make sure everyone can see your innovation in action by setting up an image gallery and promoting it in your website and entry page. Use photo sharing sites like [flickr](#) or [Picasa](#).
- 3. Your story in motion** - create a video that shows your story and upload it on Youtube. Go the extra mile and make it captivating. You'll inspire viewers and get potential supporters!
- 4. Use blogs to share your story** - a blog is a great way for an organization to reach out and build a powerful community. Identify at least five blogs on which you can be featured to tell why your initiative is making a difference and don't forget start your own. Sites like [tumblr](#) and [wordpress](#) comes with a built in community and are easy to use.
- 5. Just blurb it!** - a concise and clear paragraph about your initiative can do wonders for you. Write a 5 sentences paragraph that tells your story in a compelling way and get people to understand why, who, how, where and what is your world-changing idea.
- 6. The more you give...** - share your expertise with the Changemakers community by posting comments and demonstrating your experience. This will educate potential supporters about your entry and will also provide you a great opportunity for learning from other entrant peers!



- 7. Making a great first impression with a press kit** - Produce a pre-packaged set of promotional materials about your initiative and put it online. This handy kit contains everything a reporter needs to write a bang-up story and can still get potential funders to your court.
- 8. Show them what you got** - showcase your participation in the competition by adding a Changemakers banner/button to your website.
- 9. With little help from your friends** - send out a personal email to your network, encouraging colleagues, friends, and family to check out your initiative and provide positive comments about your work.
- 10. Expand your reach** - ask your vendors, employees, colleagues, funders, local government, business partners and clients to send out a “Support” request to their networks. Also provide a pre-made “Why you should be our fan” paragraph to make their jobs easier and your publicity strategy assured.
- 11. Let social media work for you** – promote your world-changing idea on your [Facebook](#), [Twitter](#), [LinkedIn](#) and other social networking sites. The content will get your story out and your supporters in!
- 12. Tweet and get tweeted** - expand your initiative’s network and let your story get to places you’d never dare to dream by posting periodically tweets about your initiative and encouraging your followers to do the same.