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# InfoExchange

Raising the  
profile of your  
clinic

# About

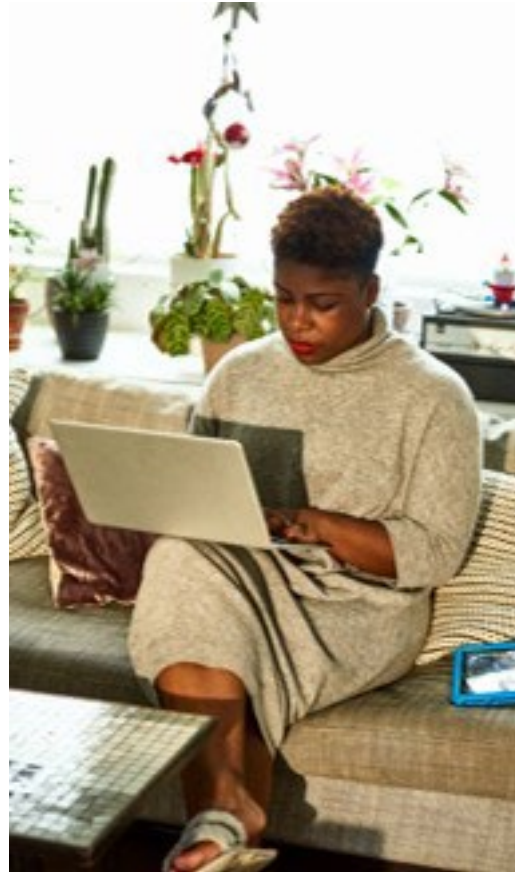


## Gemma Watts

Gemma is a communications specialist who helps organisations shape their messages and reach their audiences, including through media relations and social media. She currently works for an international property and construction company and is a trustee of LawWorks.

Skills: corporate communications, message development, internal communications, employee engagement, media relations, social media management, video production, virtual and hybrid events

# Part 1 Getting started on social media



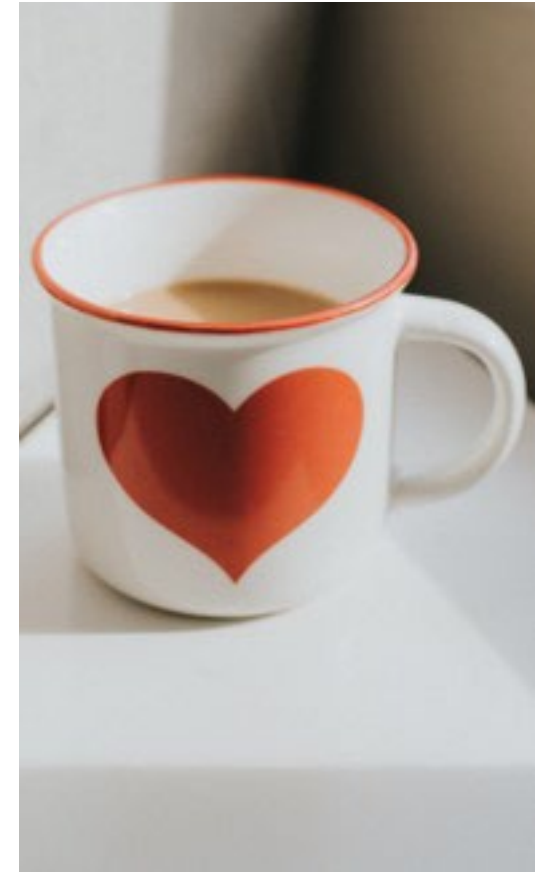
## Section 1

Social Media Quick  
Start



## Section 2

Content Ideas



## Section 3

Best Practice



## Social Media Quick Start



- Set out your **goals**
  - Find your **channels** for your specific audiences
  - **Build a strong profile/renovate**
  - **Page information** - current, specific and written in laymen's terms
  - Use an **image** of your location/something that reflects what you do (avoid stock images)
  - Build your social media team
  - **CONNECT** – join groups, encourage follows
  - **Review.** Regularly check your profile is up-to-date and reaching your audiences
  - Post **timely updates** regularly, and share them with relevant groups
- ... But what do we post?

## Content Ideas



- Manage your content calendar
- Form a social media committee, workshop and then add as agenda item to monthly meeting
- Organise content by purpose, type and frequency
  - Purpose – inform, engage, entertain...
  - Type – text (update, comment), photo, video, reshare of news/resource
  - Frequency – regular, topic/project-specific, ad hoc
- Gather ideas that closely support your goals and the audiences you want to reach
- **Build a picture library** – take pictures of your location, seasonal, e.g. first tulips in the park, snow on the train station sign
- Set up a **Google News alert** for your topics
- Use short anonymised **case studies** (also v important for media relations) and 1<sup>st</sup> person accounts by volunteers, but make them timely and relevant (e.g. when the topic is in the news)

## Content Ideas, continued



- **INFORM/REGULAR:** Free legal advice in [LOCATION] We offer free legal advice to help resolve problems with housing and employment.
- Our clinic hours this week are x, and you can find us y
- Get in touch, z
- [PICTURE]
- **INFORM/TOPIC** As many as four in 10 people in Britain could fall into fuel poverty this year. If you're on a low income and struggling to pay bills, come to our free legal clinic on debt and benefits [link to more info]
- **INFORM/SPECIAL** We've been nominated for a major award! [Details] You can vote for us here [link]
- **ENGAGE/REGULAR:** Opportunity for Sanditon University students to support refugees - new pro bono clinic
- [Call to action] NAME clinic is looking for students to volunteer to help with immigration and refugee legal issues. [More info about what this involves and how to apply]
- **ENGAGE/SPECIAL** Local councillor [NAME] visited our clinic
- [Describe visit with topical information]
- **INFORM/ENGAGE/REGULAR:** Hear from [NAME], one of our volunteers from [SOLICITORS] about how they help with family law
- **VIDEO** [Keep to 1-2 mins]



## Best Practice



- Draw up some **Rules of engagement**
- Be concise, accurate, friendly, relevant and timely
- Be **accessible** – consider other languages, closed captions, image descriptions
- Get permission from everyone featured (particularly for images)
- Make it manageable – schedule your regular posts, then use any extra time on engaging with your audiences and special posts
- **Ask for help** with content
- **Hashtags** are designed to help search function - don't go overboard
- Re-share, but with purpose. Don't become a news aggregator, add a comment that ties it back to you
- Complaints – acknowledge the comment, and take action, e.g. directing to someone who can help. But beware going overboard. If it's likely to raise more questions, tackle that, e.g. an FAQ on who the clinic can help
- Avoid posting in haste. If in doubt, take a deep breath, have a cup of tea and talk to someone sensible (offline!)
- Regularly review: is this working for us?

## Part 2 Building a media profile



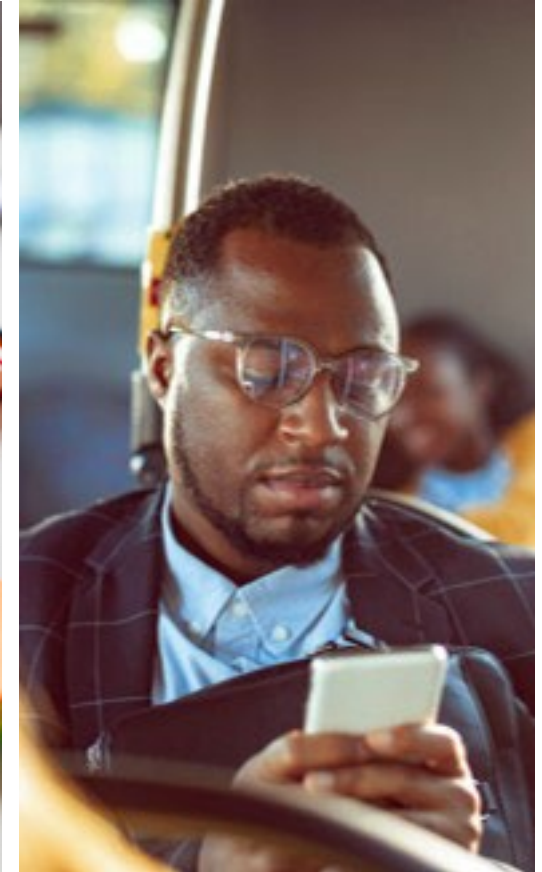
### Section 1

Media Relations Quick  
Start



### Section 2

Story Ideas



### Section 3

Best Practice



## Media Relations Quick Start



- Think about your goals again, and how media could help
- Look at your social media posts for inspiration but remember:
- Social Media – targeted/narrow reach, interested parties
- Media – broad reach, neutral/uninformed audiences
- Google news/Twitter search for topics you're interested in (you can add a location) – who's reporting on it?
- Look for other clinics with good media profiles for inspiration
- Identify interesting topics you can talk about with authority
- Identify local media – newspaper, online, radio, broadcast. Ones that produce stories themselves, rather than via a news service (e.g. Associated Press)
- Track down contacts – news desks, journalist profiles, talk to PR/comms in supporter organisations
- Track opportunities - check Twitter for popular tweets by people/organisations commenting on a relevant event, and you'll normally see some journalist requests for interviews in the replies, or search #journorequest and your topic
- **Don't be discouraged!**

## Story Ideas

- Timely/New
- Relevant to that audience
- Interesting/newsworthy/a trend
- Be available (can you go live on TV at 6am? Sure!)
  
- Collaborate with your supporters e.g. solicitors taking a case through to trial
- Use your social media posts for examples to support media outreach - case studies, 1<sup>st</sup> person accounts, statistics, trends, expert commentary



## The Pitch

“Mary, I see you report on social affairs in [area/publication]. I’m getting in touch to tell you about our pro bono clinic. We’re seeing X thing that is interesting, and we’d like to talk more about it/invite you down to see the clinic in action.

We can also provide [supporting info, such as expert comments, statistics, case studies].

As an example, here’s a recent write-up of someone who accessed the clinic for [a specific purpose], and you can see more about our work on Facebook”

... Follow up with useful info

## Best Practice



- Is it new? Is it really new? Is it interesting to that audience?
- Will this media coverage be beneficial to my clinic?
- Do I get a good feeling from this journalist?
- Agree things in writing, particularly any sensitive info, e.g. this person's identity must be kept confidential
- Pick spokespeople who are informed and engaging
- Going live – prepare key things to get across, don't be afraid to say, "I don't know" and go back to safe ground

### When things go wrong

An unflattering report – tell your supporters what's happened, address potential issues

For an inaccurate or misleading report or a breach of privacy. Raise it with the journalist first, be courteous but direct, and present the solution, "please change this section in the online copy".

If you don't hear back, then escalate to the duty news editor/legal

Most newspapers and broadcasters follow a code of conduct, e.g.

<https://www.ipso.co.uk/editors-code-of-practice/>