

The Adult Learners' Festival

Promoting adult learning through traditional and
social media

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Aims of this workshop

- Overview of AONTAS PR activities
- Tips on engaging with mainstream media
- Using social media
- How can we work together to promote adult learning?

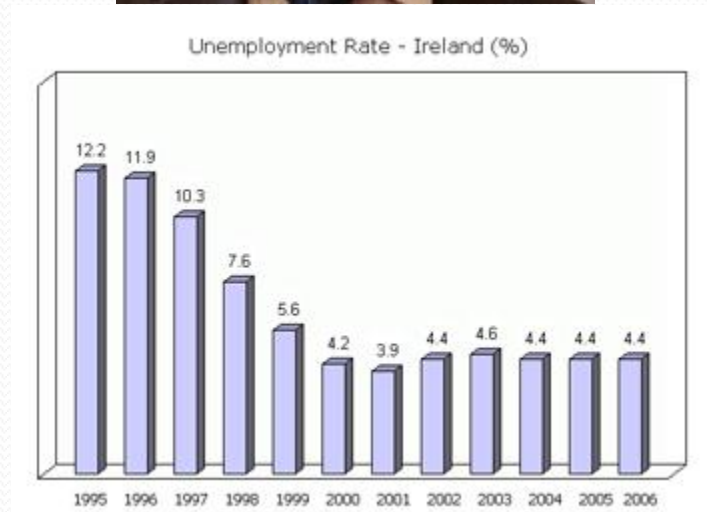


The News Agenda - Characteristics

- Chaotic, lots of events happening
- Focus on recession/unemployment
- ‘Cut and paste’/desk based approach
- Human interest story/ case study (specific)
- Local media want a local angle on a story
- Need for quirky/unusual stories

How we can respond

- Make an evidence based case, using statistics
- Use high profile people from public/political life
- Support members/event organisers to engage with local media
- Link with current themes (eg unemployment)



Elements of our PR campaign

- Advertising in print/radio
- Festival website
- Social media tools – Festival Facebook page, Twitter account
- Photo shoots
- 3 national events
- Event in a bag
- Press releases/ diary notices for newsdesks
- Email marketing campaign
- Targeted engagement with national media

Key Festival PR activities

- **Launch of Festival** – as part of ‘Winning Streak’ Good Causes feature. Hosted by Sth Tipperary VEC
- **Launch of Community Ed Research** as part of Learning Communities day
- **Lobby for Learning** – Key messages presented in advance of the general election
- **Targeted media work** with STAR Award winners

Engaging with the media

- Talk to local journalists before your event
- Develop a database of local journalists, also politicians
- Issue a diary notification in advance
- Write your press release, include quotes and something 'newsworthy'
- Issue your release the morning of the event



What helps your event get coverage?

- Get your timing right – ensure you meet the journalists deadlines
- Include something innovative/quirky eg an activity – a ‘hook’
- Photographs
- Appearance of a high profile person, eg politician
- Think good soundbites/ quotes

Your message

- Think about what you want to gain from media coverage – raise awareness about an issue? Promote your work?
- Incorporate this into your press release, using statistics and quotes from relevant people.
- Be clear about who your spokesperson is. (Chairperson? Co-ordinator? Learner?)

Be clear about what you want to say

- Use statistics (eg ‘this year there were three applicants for every place on our courses’)
- Why is what you are saying important?
- What is the impact/ who is affected?
- Choose language carefully – be direct, use concise and simple language

What is social media?



All interactive content on the internet:

- Blogging
- Internet forums (eg Boards.ie)
- Facebook
- Twitter
- LinkedIn
- You-tube
- Flickr

Social media

Benefits:

- Gives you the tools to market your organisation
- Online media is about sharing content (viral)
- Online media is about engaging with others, not one way communication (interaction)

Challenges:

- Broadband availability
- Skills/ lack of confidence
- Time consuming – updating/monitoring

Who is using social media?

- Approximately 1.5 million people in Ireland use Facebook
- 27% are over 35
- 91% of users are over 18 yrs of age
- 150,000 users of Twitter in Ireland alone



facebook

Search



Add to My Page's Favorites Suggest to Friends

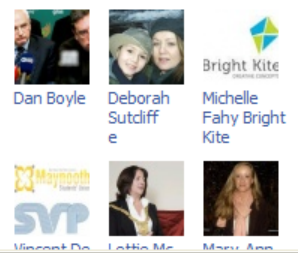
To help give you a better understanding about the work we do, we have linked in with our project staff to create "A day in the life of a project worker".

Information

Founded: 1985

51 Friends Like This

6 of 51 Friends See All



Focus Ireland Like

Wall Info Volunteer Here Shop Now Donations Photos



Focus Ireland The media team dropped down to the project in Limerick yesterday to discuss how we can get the message out in the local area a bit more, to increase understanding about homelessness and overcome stereotypes and to inform the locals about the work that Focus Ireland does in Limerick. Here's hoping we succeed in building ... See More 26 minutes ago

17 people like this.



John Patrick i want too no more about what you do !!! can you send me stuff on how you work and what you do about an hour ago

Focus Ireland Hi John, the best place to direct you to is our Annual Report here - http://bit.ly/b1T4Id, where you'll find the most up to date information on our work. Thanks for your interest! 34 minutes ago · Flag



Sarah Veronica Mc Menamin Minister Barry Andrews was on Frontline Pat Kenny Quite surprised this important issue wasn't addressed However not surprised as PK not the best of Hosts 13 hours ago



Don Ruane Real people..... 13 hours ago



Ciara Ní Mhurchú Looking forward to the 4 Peaks Challenge in June! 17 hours ago

View all 4 comments

Niall Comiskey i do a fair bit.but need to up the game for june.it looks very tough

Home Profile Account

Create an Ad

Winter Wonderfares



Air France has some great offers this winter! Lagos from only €639 rtn and Beijing from €628 rtn. More offers available, click here!

Win a FordSelect Used Car



Tune into Ray D'Arcy on Today FM 17-21 Jan for your chance to win up to €15,000 to spend on a Ford Select Finest Used Car

TheJournal.ie



Breaking IRISH NEWS via Facebook... Just click 'like' Alice McDonnell, Tr... and 16 other friends

Welcome to #NewTwitter! Read up on what's new. You can still access old Twitter for a limited time. Close x

What's happening?

Timeline @Mentions Retweets Searches Lists

EmilyTully Emily Tully
I am officially sick of this [##fheave](#). Has anyone checked on the IMF lately? They could have sold us to Iran and no one would have noticed
3 minutes ago

Paperfree Trade Paperfree Trade.eu ↻ by Dochasnetwork
PFT.eu aims to foster trade development with emerging economies. We believe in an increase of TRADE-NOT-AID for all developing economies!!
14 Jan

Storyful Storyful
RT: @timescapes: We're attempting our first 3-axis timelapse crane shot tonight. We featured Mr Lowe's great work here:
<http://bit.ly/efgpZr>
4 minutes ago

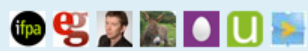
damienmulley Damien Mulley
RT @denisecox: @newsweaver free Webinar: 7 strategies to Improve your Internal Email Communications 26 Jan 3pm
<http://tinyurl.com/6gaqujl>
4 minutes ago

CelizMurray Christine Murray

Your Tweets 767

3 hours ago: RT @ncirl If you're considering part-time study and missed our Open Evening last week, fret not! We have one on Thurs, 5 - 6.30pm,

Following 654



Favorites 2

★ **DHRComms** Good luck to everyone in @aontas with Star Awards today & Adult Learn...

Trends

- Ireland · change
- #youmomhatesthis Promoted
- Ricky Gervais
- #haveadream
- #tefl
- #goldenglobes
- Justina Bieber
- Darren Bent
- Martin Luther King
- Robbie Keane
- Mary Hanafin

Followers 552



Listed 23

Recently listed in: Irish NGOs, localinterest, Educators, NGOs Ireland, NGO's

Who to follow

- Suggestions for you · view all
- MBtweetraceHQ** · Follow Mercedes Tweet Race
 - TheEmergency** · Follow The Emergency
 - randomirishnews** · Follow Random Irish News
 - WorldVisionIre** · Follow World Vision Ireland

Refresh suggestions
Browse interests · Find friends

Twitter for Android

To start....

- Set up a generic email address to manage all your social media activities (eg gmail)
- Identify who are the influencers in your field, engage with them
- Set time aside/allocate responsibility
- Promote your social media presence through your own communications work

Tips on using social media

- Be personal and open
- Ask questions
- Treat messages the same as general PR
- Post content and information that is relevant
- Don't post too often – spread it out
- Respond to posts and comments
- Monitor who is sharing your content



The future?

- Social media has fundamentally altered the way we use the internet
- The days of 'static' websites that don't allow engagement are over
- Increasing focus on mobile internet



AONTAS PR Resources

- Template press release to promote your event
- Photographs of the STAR Awards/community education research
- Audio/video files for circulation
- Briefing paper with key messages/ campaign materials. Based on issues raised by members.
- Contacts for local journalists if you need them.



Adult Learners' Festival 2011 21 - 25 February 2011



Useful Resources Useful Links Contact AONTAS

Tuesday, 18 January, 2011

Adult Learners' Festival 2011

WANT TO PROMOTE ADULT AND COMMUNITY EDUCATION? [Book](#) your place for the ALF information day on January 19th! [Agenda](#). **Still places available!**

You can also contact [former event organisers](#). [click here for their contacts](#).



STAR Awards

- [Nominate a project](#)
- [STAR Awards Winners 2010](#)
- [FAQ](#)

Hold an Event



ALF 2011 Slideshow from AONTAS on Flickr



Adult Learners' Festival on Facebook

Like

63 people like Adult Learners' Festival



Marie

John

Kevin

Ch

Mia

Gabriel

Leena

Some Questions

- What promotional activities have worked well for your event?
- Can you include new ideas or activities to promote your event this year?
- How can AONTAS support your promotional activities?
- How can we work together to promote adult learning?