

HANDY GUIDES: MEDIA

Planning and promoting

Ways to share news and test your activity

Promoting your activity

Getting your message out is important, and can be great for attracting our community. By telling your story through print, media and digital channels, you can reach many and share as little or as much as you want.

Find out what will work best for your activity:

Media

Getting help from the communications and engagement team for press releases or publicity about upcoming activities can be a good way of raising your profile and reaching a lot of people.

It can also mean you may be subject to opinion or a difference in angle when it comes to the media presenting your activity – it is something to be mindful and careful about.

Social media

Social media is a good way of controlling the message you send and achieving a good reach. Remember, though, that just like with the media you can't control what other people say about it in response.

Advertising

Letters, leaflets and the NHCP newspaper can be distributed to households based on the coverage you want. It can be a good way to reach a wide audience with a clear, consistent message – but bear in mind that there could be significant costs associated with advertising.



STOP! Before you go futher...

Testing and planning before you launch

Speak with the NHCP communications and engagement team about how to pilot your activity with a small number of people before you invest in the full activity. Email the team at nhcp.communications@nhs.net

How it works for us

“We have created a social media video involving people with learning disability acting and filming, to promote internet safety for vulnerable people.”

NHFT CTPLD

“The organisation is in the process of developing a patient newsletter based on the themes and subjects received from patient feedback.”

Nene CCG

“We engage through our website, social media and PR - we’ve reached 22,000+ online.”

CCG Corby