[ANTHROLOGY®]
A FINN Partners Company

PUBLIC RELATIONS AND SOCIAL MEDIA WORKSHOP
COMMUNITY ENRICHMENT PROGRAM

January-February 2022
YOUR COACHES

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AGENDA

- Communication Timeline
- Developing a Media List
- Media Relations Tools
- Keys to Media Pitching
- Social Media Audience
- Organic and Paid Posts
- Social Best Practices
- Posting Cadence
- Social Resources
DEVELOPING A MEDIA LIST
MEDIA RELATIONS TOOLS – CALENDAR ALERT

• Goal is to have your event listed on print and online event calendars.

• Provide an overview of the main points – what, when, where.

• Do not include quotes.

• Distribute to media months in advance, if possible.

CALendAR LISTING
February 15, 2019
TRADITIONAL KABUKI PERFORMANCES FROM JAPAN RETURN TO HAWAII
FOR THE FIRST TIME IN MORE THAN 60 YEARS, MARCH 2-8

WHAT:
ACCLAIMED KABUKI ARTISTS TO PERFORM SEVEN SHOWS IN HONOLULU
Kabuki, the traditional theater drama of Japan, returns to Hawaii's stages with
famed Noh actor Shinnosuke Nakamura Vlll, joined by his sons, performing the popular Kabuki
classic, Rennji. Six shows will be performed at the University of Hawaii at Manoa's Kennedy Theater. In
conjunction with the 24th anniversary of the Honolulu Festival, the finale will be at the
Hawaii Convention Center on Friday, March 8. This is the first time Kabuki artists from
Japan will perform in Hawaii since 1957.

Rennji is a Kabuki classic that warms the heart and inspires a sense of family. Known
for its spectacular dancing, Rennji tells the tale of a lion teaching his two cubs courage
and strength by overcoming difficult obstacles, while portraying family love and an
unwavering sense of discipline.

Kabuki is an iconic Japanese art form known for its ornately painted actors, grandiose
scenery, and skillful combination of live music, song and dance. This type of
performance not originated from the 17th century and incorporates evolving platforms
and techniques, allowing for quick changes in scenery and theatrical elements.

Seats are limited and guests are urged to secure their tickets early. Prices range from
$8 to $100 plus taxes and fees. To purchase tickets, visit: http://34/documents/hawaii

WHEN: March 2-8, 2019

WHERE:
University of Hawaii at Manoa, Kennedy Theater
• Saturday, March 2 at 8:00 p.m. (doors open at 6:30 p.m.)
• Sunday, March 3 at 2:00 p.m. and 6:00 p.m. (doors open at 1:00 p.m. and 5:00 p.m.)
• Monday, March 4 at 8:00 p.m. (doors open at 6:30 p.m.)
• Tuesday, March 5 at 6:00 p.m. (doors open at 5:00 p.m.)
• Wednesday, March 6 at 11:00 a.m. (doors open at 10:30 a.m.)

Hawaii Convention Center
• Friday, March 8 at 7:15 p.m. (doors open at 6:15 p.m.)

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MEDIA RELATIONS TOOLS – NEWS RELEASE

• Capture the reporter’s attention in the headline and opening paragraph - who, what, when, where.

• Include a quote from your organization.

• Add a link to your website for more information.

• Provide easy access to high-resolution images.

FOR IMMEDIATE RELEASE
January 29, 2020

HONOLULU FESTIVAL TO CELEBRATE DIVERSITY OF ASIA-PACIFIC CULTURES, MARCH 7-8
Free Performances, Walkiki Grand Parade, and Nagaoka Fireworks Show

HONOLULU, HI – The Honolulu Festival, a diverse celebration of Asia-Pacific cultures, people and traditions will excite Honolulu with cultural performances, the magnificent Walkiki Grand Parade, and spectacular Nagaoka Fireworks show, March 7-8, 2020.

"The Honolulu Festival is a platform for cultural groups of all ages and origins– from remote areas of their countries, to local talent here Hawaii – to share a part of their heritage through music, dance, and special presentations," Hirohiko "Keith" Kitagawa, president of the Honolulu Festival Foundation.

The festival’s mission is to promote cultural understanding and ethnic harmony among all people. This year’s theme is "Making the World a Better Place for Our Future, from the Pacific to the World."

Hundreds of performers from throughout the Pacific Rim including countries such as Australia, Japan, the Philippines, China, Taiwan, South Korea, and the US mainland will be joining groups from Hawaii1 in a showcase of diversity in music, dance, food and art.

Events will take place in Honolulu at four locations – Hawaii Convention Center, Ala Moana Center, Walkiki Beach Walk, and International Marketplace.

Free Cultural Performances, Sake and Film Festival, March 7-8

The free cultural indigenous performances begin March 7 at 10 a.m., at the Hawaii Convention Center and the other performance venues.

At the first floor of the Hawaii Convention Center, attendees can enjoy a plethora of cultural exhibits including the Enrichi Corner with games and activities for children as well as a craft fair with more than a hundred booths. Activities for the festival continue on the third floor with the Japanese Film Festival which features a tribute screening for Kyoto Animation Studio, as well as a pop-up planetarium in partnership with Bishop Museum.

For attendees 21 and older, the inaugural Sake & Food Fest is a must-try activity at the Hawaii Convention Center. The exhibit features a learning experience of how to enjoy Japanese-made alcohol and includes samples of a variety of sake, shochu and awamori (an alcoholic beverage made in Okinawa).

HONOLULU FESTIVAL TO CELEBRATE DIVERSITY OF ASIA-PACIFIC CULTURES, MARCH 7-8
Free Performances, Walkiki Grand Parade, and Nagaoka Fireworks Show

On Sunday, March 8, the Honolulu Festival starts at 8 a.m. with the Honolulu Rainbow Dragon (running relay race) at Kapolei Park. Attendees are also encouraged to visit the Craft Fair and other stage performances continuing at the Hawaii Convention Center, as well as the other venues.

Magnificent Walkiki Parade and Spectacular Fireworks Show Conclude Festival

Two of the most highly anticipated events, the Walkiki Grand Parade and Nagaoka Fireworks Show, conclude the festival on March 8. Starting at 4 p.m., whimsical floats, hundreds of spirited dancers, and live cultural celebrations will parade along Kalakaua Avenue through the heart of Walkiki. The parade concludes with the showstopping 1.5-ton fire spitting dragon Daikyuu.

Culminating the weekend celebration, the spectacular Nagaoka Fireworks show will illuminate the skies with sparkling pyrotechnics above Walkiki Beach beginning at 8:30 p.m.

The Honolulu Festival is made possible by the nonprofit Honolulu Festival Foundation with the support of generous community and corporate sponsors and Hawaii Tourism Authority. The Honolulu Festival Foundation supports educational and cultural programs for the benefit of Hawai’i’s schools, children, and community at large through public outreach and charitable efforts.

For more information, please visit honolulfestival.com. Photos can be accessed at the photo archive.

Caption: See the 1.5-ton fire spitting Daikyuu dragon, and more than 40 different groups perform at Honolulu Festival, March 8, 2020.

Caption: Exciting cultural acts from past attendees at four different stage locations during the Honolulu Festival.

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MEDIA RELATIONS TOOLS – MEDIA ADVISORY

• Purpose is to invite media (including photographers and cameramen) to cover your event in person. Also alerts media to plan for the event.

• Include who will be available for interviews.

• Distribute to media a few days prior to the event.
SELECTING HIGH-RESOLUTION IMAGES
ONLINE COMMUNITY EVENT CALENDARS

• KHON  
  www.khon2.com/community/calendar

• KITV  
  www.kitv.com/island-style/calendar

• Hawai‘i Public Radio  
  www.hawaiipublicradio.org/community-calendar

• Hawai‘i Magazine  
  www.hawaiimagazine.com/what-to-do/calendar/

• Hawai‘i News Now  
  www.hawaiinewsnow.com/community/calendar/

• Honolulu Magazine  
  www.honolulumagazine.com/local-events/

• Honolulu Star-Advertiser  
  www.staradvertiser.com/calendar

• MidWeek  
  www.midweek.com/calendar/  
  www.midweekkauai.com/calendar/

• This Week Hawai‘i  
  www.thisweekhawaii.com/event-calendar/kauai/  
  www.thisweekhawaii.com/event-calendar/maui/  
  www.thisweekhawaii.com/event-calendar/big-island/  
  www.thisweekhawaii.com/event-calendar/oahu/
KEYS TO MEDIA PITCHING

• **Provide convenient access** – Offer interviews with your spokesperson. Include their availability, whether via Zoom, phone or in-person.

• **Think visual** – Include links to video b-roll (raw footage) or high-resolution photos. Pitch interactive segments to the TV morning shows.

• **Be creative** – Invite media to emcee or be a contest judge at your event. They may share their experience in their outlets and/or on their social media accounts.

• **Follow up, follow up, follow up** – Don’t fret if you don’t receive a response right away. Follow-up via email or by phone.

• Get to **know your Island Chapter PR Team** – Add them to your distribution lists and let them know if you’re open to having visiting media participate in your event for potential editorial coverage.

• **Don’t forget day-of coverage** – Send video-b-roll or photos with a brief recap of the event that day, if possible.

• **Set up media monitoring** - Google Alerts (www.google.com/alerts) is free!
SOCIAL MEDIA AUDIENCE

- On Facebook, 52% are females and 48% are males.
- On Instagram, 57% are females and 43% are males.
ORGANIC SOCIAL

• Organic social uses free social media tools to build and engage with an online following.
• Allows you to connect with your audience/followers in a more engaging and human way.
• And it’s completely FREE!

PAID SOCIAL MEDIA

• Paid social media compliments your organic efforts and it should be an important part of your strategy, especially if your page is new.
• Utilize paid content to amplify your reach, generate engagement, increase event attendance.
• Paid social allows you to target a specific audience outside of your follower base who may be interested in your services/products.
• You can choose from psychographic factors such as interests, hobbies, personality types, and more.
SOCIAL BEST PRACTICES

Focus your efforts on the right platforms. **It’s not necessary to be active on all social channels.** Choose the platform(s) where your audience is most active on (by looking at your customers age, gender, etc.) and focus your efforts there.

Be consistent with your online presence. If possible, utilize the same handles on all social channels. Make sure your profiles, website, and other forms of advertising all utilize the same logo, mission, etc.

Stick with a posting cadence. Set a goal of how many times a week you want to post and keep up with that. **Pages who consistently post tend to have higher engagement rate.**

Engage! Social is the place to create conversions with your followers. Respond to all comments, react (like, love, laugh, etc.), ask your followers questions, encourage them to save/share/like your posts, open question box on stories, create polls.

Post the right content. On social, **people love to see real & organic content.** Share the behind the scenes of your business, share your story/how your started, talk about your team, show the real people behind the services and products you offer.

Utilize all “free” tools. Post albums, stories, Reels, IGTV, host live videos, create fundraisers – the options are endless. **FB and IG’s algorithm likes when pages use different posting formats,** this can help you reach new users & increase engagement.

**Cross-promote.** Have a large email list? Big following on another channel? Lots of website visitors? Cross-promote! Let your customers know that you’re on social and that they should follow you for promotions, giveaways, announcements, etc.
POSTING CADENCE

Facebook: minimum of 2 posts a week

- Hubspot found that pages under 10,000 fans experiences a 50% drop in engagement per post if they posted more than once per day.
- Best day and time to post are on Wednesdays at 11 a.m. and 1 p.m.
- 2% engagement rate is recommended.

Instagram: 3 times a week, focus on consistency

- On Instagram consistency is more important than frequency because of the algorithm. If your audience has come to expect three posts a day and all of a sudden, they're only getting one, you're going to see a drop in engagement.
- Best day and time to post are on Wednesdays at 11 a.m. and Fridays between 10 and 11 a.m.
- 3% engagement rate is recommended.
SOCIAL RESOURCES

1. **Facebook Blueprint**. The ultimate course on Facebook & Instagram advertising. Perfect for beginners!

2. **Canva**. Don’t know photoshop? No problem! Canva has hundreds of templates, stock photography, and designs to help you build organic posts and ads.

3. **Pexels, Pixabay, and Unsplash**. Looking for stock imagery that doesn’t look like stock? These 3 websites have thousands of FREE stock imagery that look natural and organic.

4. **Creator Studio**. Schedule your content in advance by using Facebook’s own scheduling tool – Creator Studio.

5. **Unfold** and **A Design Kit**. Create IG stories that standout with these great phone apps.

6. **Watch your competition**. Search your competitor’s page on Facebook Ads Library to see their active Facebook and Instagram ads.
MAHALO NUI!