How to be a great Foróige Communications Officer

empowering youth
enriching communities

foróige

Welcome to your guide to being a project or club "Communications Officer"

Here is what is covered in this booklet

Audience? – What audience?

Your audiences are the groups you want to communicate with or influence.

Who they are depends on what you are communicating about.

Examples of audience might be:

- ✳ Parents of your club or group
- ✳ Local politicians
- ✳ Community council
- ✳ Leaders and members in other clubs/ groups
- ✳ Other organisations
- ✳ School pupils
- ✳ School teachers
- ✳ Foróige nationally
- ✳ Local religious leaders

- ✳ Local papers
- ✳ Community social media sites
- ✳ Local radio
- ✳ People in the community
- ✳ Your own club or group members
- ✳ Older people
- ✳ Possible future volunteers

BELIEVING IN YOUNG PEOPLE

www.foroige.ie

What does a Communications Officer do in Foróige?

> **This is a really important job.**
> **Foróige's public profile is built on the information you give us and the profile you develop in your local community.**

In a club a communications officer is part of the club committee and acts as part of that team, helping to lead the club as well as having the specific responsibilities below. In a project group the team may be different – but you are still not acting alone.

Internally in Foróige

* Take photographs of events or arrange for them to be taken
* Promote upcoming events
* Promote use of Foróige's name and logo
* Meet, welcome and thank guests
* Keep a file or scrap book of publicity (online or hard copy)
* Promote use of the word "Foróige" in club names and by other young people. Eg **Foróige Club** not "youth club". **"Foróige Youth Project"** – not "The Project".
* Email news items to Foróige HQ for the website or volunteer portal etc.
* Operate local social media accounts in line with Foróige guidelines.

Externally to the community

* Develop contacts with local papers, social media and radio stations.
* Create good club invitations and posters as needed.
* Write and send press releases, and photographs to local press, social media and radio.
* Get appropriate media coverage for public events or activities.
* Contribute to project or District Council newsletter, Facebook page and other media.
* Consult with Foróige Communications staff before doing radio interviews or anything involving national media in which you might be seen to represent Foróige.

> Email pictures and a description as soon as you can – even during an event.
> Do it at the time – wait and you might forget!

Writing a media release:

Before you start

> What should go into a press release? Ask yourself: – **WHO, WHAT, WHY, WHERE, WHEN and HOW**
> This gives the important information first as many people will only read one paragraph.
>
> *E.g. Ballymcgash Foróige will hold a great family fun 5k walk in aid of the old graveyard restoration on Sunday 5th of November at 12noon, starting and finishing at the community centre. It is great value with a family entrance fee of only €10.*

Length
A media release should be no more than 500 words. Your writing must convince the journalist of its newsworthiness, or they might not print it.

Photos
Local free papers and newsletters may print pictures taken on phones, National papers usually use SLR cameras. Use captions with names of people from left to right and give the location.

How to send it
* All press releases should be sent out in the body of an email and not as an attachment.
* Your email subject line should be the headline of your Press Release.
* All images should be sent as an attachment to the press release. Images in word documents will be too small to print properly.
* All captions should be written in the body of the email too.

Headlines
Keep them catchy and to the point. Mention your location in it.

Further paragraphs
These should provide further detail on your story – why is this announcement important? What was the reason behind it? What is the outcome? Who is the beneficiary? *When finished, read the paragraph – would it make sense to someone completely new to the subject?*

A Quotation
It's always a good idea to include **a short newsy quote**. Name the person and give their title.

Here is a final sentence you can use
Foróige is one of the largest youth organisations in Ireland, with over 50,000 young people and 5,500 adult volunteers involved annually, through a network of more than 600 Foróige clubs & cafés, 150 targeted projects, and programmes such as Leadership, Citizenship and Entrepreneurship.

Finish with your name and contact details and the word "ENDS"

TALENT ENERGY TIME

SMART Photographs from SMART Phones

* Wipe the lens clean before you use it – it picks up dust and grease easily.

* Keep the camera steady. Hold it firmly, use a tripod, table edge, etc.

* Take your time. Compose the picture. Fill the frame. Ask people to smile and relax.

* Action pictures can be good too. Try different poses.

* Use the highest resolution on your camera. A picture usually needs to be over 1MB in size to be suitable for print.

* Be close to the subject. With most smart phones, zooming makes the picture unusable. So you have to get close. Practice taking the same picture from different distances.

* Outdoor pictures are often better but don't have light or windows behind the subject. Light from a side angle is good.

* Avoid using the flash if you can. It can create very harshly lit images.

* Learn to edit. It is easy to make quick, small adjustments through an app on your phone.

* Pick only the best. One sharp picture is better than 10 blurry ones.

* Don't use the front facing (Selfie) lens for photography.

* Captions – write names clearly from left to right to accompany the picture if sending it to the papers or Foróige Head Office.

Closer

Is

Better

Tips for a good online presence such as a Facebook page

Foróige has social media guidelines, designed to ensure you and other young people and adults are safe online. Please follow them carefully.

On Facebook, Foróige clubs should have a "Page" not a profile. You need to have or set up a Facebook account first. Once you're logged in to Facebook, go to Pages to create your new page. Facebook may be the best way to reach adults.

A Leader in the club or project should be an administrator of any social media presence the club or group has, along with a young person.

Social Media Tips

Content: Post content that is interesting to your followers, and to potential new followers. It should be positive "good news".

* Never post items critical of other people, organisations, clubs, etc. You may be held responsible for offence or hurt caused.
* Never put individual contact details on social media.

Visual: Use good quality pictures and videos. These should promote your message and not embarrass or offend.

Hashtags: Choose the hashtags carefully, and be consistent with them, they are an important way to be part of the conversation. Twitter best practice recommends using no more than **two** hashtags per Tweet.

Be Careful: Don't exchange private messages or pictures with strangers.

Variety: Don't focus on **just one** Social Media channel. Your content can easily be tailored to suit any platform you are using.

Understand: Know how to use each Social Media platform you are utilising. What works for Facebook, may not work on Twitter, and vice versa.

Plan Ahead: Create a Social Media calendar for upcoming content and events.

Timing: Where possible, post your content at times when your audience is likely to be online. Facebook scheduler can be a useful tool to post content at a later time.

On Facebook, you'll also need to add some information about Foróige. For example:

> *"X Foróige club /group is a dynamic group of young people aged X to Y. The club is part of Foróige which exists to involve young people in personal and community development. Our club was founded in YYYY and has over X members and Z adult leaders."*

Using the Foróige logo

The Foróige logo is made up of the Foróige name, the arrow and the strapline. These three components are always placed in a fixed relationship and should never be altered, separated or reproduced in any other way.

Angle of Logo -The Foróige logo always appears at an angle:

UNACCEPTABLE USE
Only Logo formats shown in this Manual can be used. Do not alter any aspects of a Logo format.

It is never acceptable to use the logo without the tagline.

Logo must always be at a 20° angle

Proper angle logo – 20%

Placing of logos
On Printed Materials - Always include the Foróige logo on the top right side of the page.
On digital materials - Always include the Foróige logo on the top left hand side of the screen

Three Logo Colours - Lime Green PMS 389, Violet PMS Violet and Fuchsia PMS 240.

Clear Space
The Foróige logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by adequate clear space.

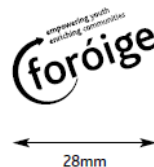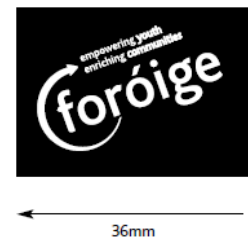**The logo must never be reproduced below its minimum size.**
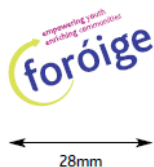
MINIMUM SIZE	IRISH VERSION OF LOGO	BLACK LOGO	WHITE LOGO
28mm	28mm	28mm	36mm

Introducing and thanking a guest of the club/group /project

Introducing a speaker

Be able to tell the audience (your club etc.) the person's proper name and title, a few lines about their achievements or expertise and why they are coming. This helps get the right attention. Get this information in advance from the guest.

How to Introduce a Speaker

Thanking a speaker

In thanking them you should say a line or to about what you learned or enjoyed about their input and how happy you were that they took the time to come.

You might give them a small gift as a souvenir – if they were not paid for their input.

Handy Foróige resources

These are available from Foróige staff and from the volunteer portal

* Posters to help recruit young people to join Foróige clubs and Foróige Juniors.
* Posters to recruit volunteer leaders. You can make your own posters too – try this site www.**poster**mywall.com
* Leaflets about Foróige Clubs, Foróige Juniors Foróige interest Clubs and Foróige youth Cafes.
* Leaflet guide to welcoming new leaders to a club
* Foróige design symbols (assets) to help you make posters and publications with that Foróige "look". A range of these are on the volunteer portal.

Branded Clothes and other products

Foróige encourages clubs and groups to get branded hoodies, jackets or T shirts or even light weight bags.

The young people and adults should together agree on colours and designs, but

* The Foróige logo should displayed prominently front and back.
* You must use the word Foróige in the name of your club/group.

Groups and clubs can also go online and get lot of other products done with the Foróige logo such as mugs, pens, teddy bears, plaques and so on.

It is handy to have such objects as gifts to give visitors to the club, or prizes in raffles.

National and Local communications and media contacts	

You can store the information on this page or in your phone.

It is good to let local media know that you are now in post and will be sending them information

Foróige HQ media contacts:

Name: Helena Clarke

Email: Helena.clarke@foroige.ie

Phone: 01 6301732

Contact Helena for events

Name: Catriona Mulcahy

Email:Catriona.mulcahy@foroige.ie

Phone: 01 6301716

Contact Catriona for online posts

District Communications officer:

Name:

Email:

Project staff person or RYO:

Name:

Email:

Phone:

Local Paper 1 name:

Key name:

Email address:

Phone number:

Local Paper 2 name:

Key name:

Email address:

Phone number:

Local parish or community news

Key contact name:

Email address:

Phone number:

Local radio 1

Name:

Email address:

Phone:

Local Radio 2

Name:

Email Address:

Phone:

Other local media contact e.g. Community Facebook page or website

Name:

Email:

Phone:

Local media contact 2:

Name:

Email:

Phone:

Local TV station, where this exists

Contact HQ for support if you are getting a TV slot.

Name:

Email:

Phone:

Press release template

For Immediate Release

FORÓIGE YOUNG PEOPLE TO THE RESCUE

(Location date) -- The **(name)** Foróige Club / Foróige Youth project are holding a EVENT in LOCATION on DAY DATE TIME. This costs X per individual/family and all funds raised go to RESTORING THE GRAVEYARD. The walk starts and ends at the local community centre on X ROAD/STREET). This project is a benefit to the community because it **(describe how community/people/individual benefited)**.

According to **(name, title such as club chairperson or project spokesperson)** of **(name)** Foróige club/ Foróige Project, "Money raised on **(date)** will allow Foróige to DO WHAT. Foróige members thank everyone who contributed to this important work. You are truly helping Foróige to make a difference in our community."

The **(name)** Foróige Club/Project has **(#)** members and **(#)** leaders and meets on **(day of week/month)** at **(time)** at **(location)**. Our Foróige club/Project involves   young people aged X to Y in a wide range of activities designed to contribute to the development of the community and the young people. For more information or to get involved with the **(name)** Foróige Club/Project, please contact **(name)** at **(phone number/add Web site address if appropriate)**.

Foróige is one of Ireland's largest youth organisations, reaching some 50,000 young people each year through a range of clubs projects and programmes. It has over 5,300 volunteers and some 370 paid staff. Founded in 1952, today it operates in every county of the republic. For more information about Foróige and how you could join or volunteer, visit the Web site at www.Foróige.ie or follow us on Facebook or Twitter

ENDS

Keeping a file of publicity
You can do it in the traditional way or on line, but do keep a record of the publicity you achieved during the year; photographs of visitors, the number of Facebook likes, copies of pieces in the papers, links to online pieces.
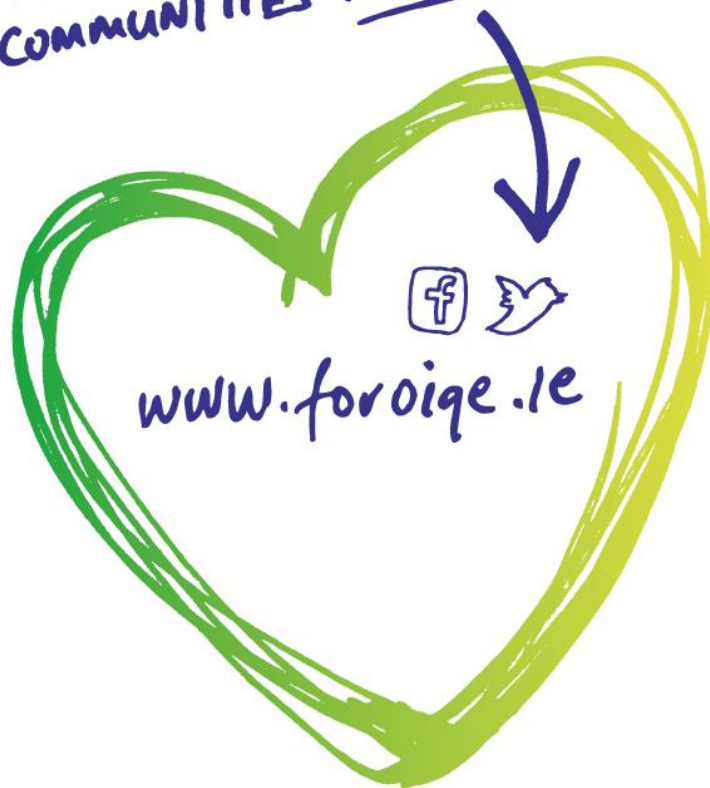Foróige might occasionally have a competition for the best scrap books. Your time to shine!

Communications plan for an event

What is the event?

What goal (outcome) do you want to achieve?

What audiences do you want to reach?	What are the key messages for each?	What is the best way to reach them?

What else needs to be done before, during, or after the event?

Who should be involved in this plan?

*AT THE HEART OF
BUILDING STRONGER
COMMUNITIES IN IRELAND

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