

# Making PR and social media work for your business

1<sup>st</sup> February 2015

BLUE  
RUBICON

**RYA**

Words make history.  
Choose them carefully



**Why we're here today**

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# How we came to work with RYA



Attract new participants to the three-in-one taster sessions



Developing and delivering an integrated communications campaign

Test what works, is cost effective and replicable



Package those learnings up into a toolkit so other centres can promote it in future




# BLUE RUBICON

**Who are we?**

# Who we work with



# Sport England – This Girl Can

A group of women are participating in a fitness class. In the foreground, a woman with dark hair tied back, wearing a yellow t-shirt, is captured in a dynamic pose with her arms extended and mouth open as if shouting or exerting effort. Behind her, several other women are visible, some in motion, some looking towards the camera, and others looking away. The background is a simple, brightly lit indoor space, likely a gym or community center.

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Words make history.  
Choose them carefully

# Tennis Tuesdays



# A local campaign to reach local people

**30 total pieces  
of coverage**

3 broadcast  
7 national lifestyle  
20 London-based

Resulting in  
**6,185,000  
opportunities to  
see**

**Social media**  
3,000+ tweets  
23,000,000+  
twitter  
impressions



# What we'll cover today

## Section 1.

Making local media sit up and notice you

## Section 2.

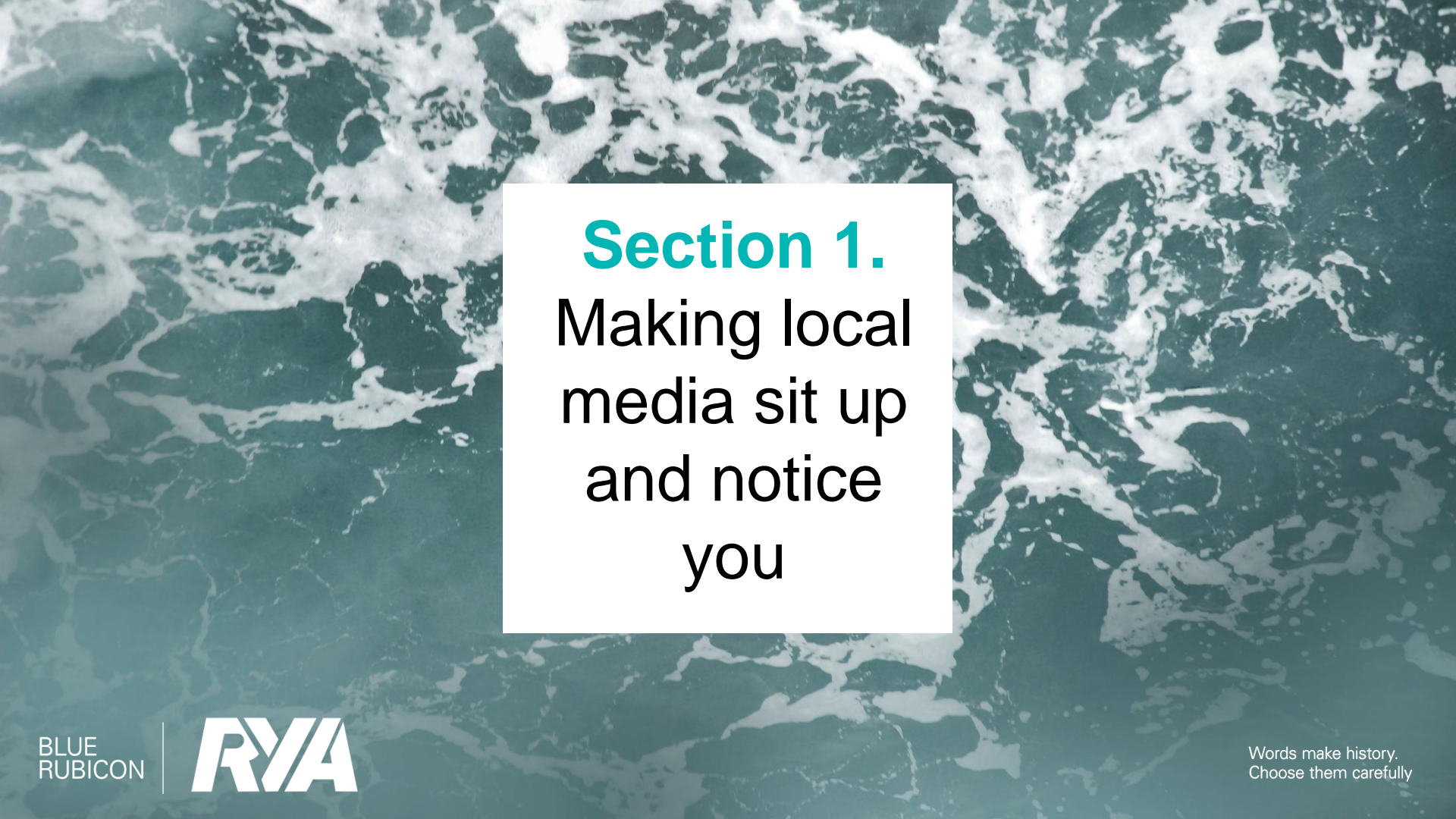
Getting your business listed locally

## Section 3.

Making local media sit up and notice you

## Section 4.

Where do we go from here?



**Section 1.**  
Making local  
media sit up  
and notice  
you

# What's in it for you

**EQUIP**



**ENABLE**

Give you practical skills and knowledge to deliver local media and social engagement for your centre

Show you best practise when it comes to local media and social engagement

Help you to devise an action plan for your area

# 3 routes to success



Local news

**Come and try rowing, canoeing and sailing!**

**Date:** Thu 28th Aug 14 — until — Sat 27th Sep 14

**Location:** A8-Aboard! Watersports, Baltic Wharf, Underfall Yard, Cumberland Road, Bristol, Bristol, BS1 5XG



**Contact details**

Contact	Karen Lloyd
Telephone	0117 929 6801
Email	karen.p.lloyd@gmail.com
URL	<a href="http://a8aboardwatersports.co.uk">http://a8aboardwatersports.co.uk</a>

**Other information**

The A8-Aboard! Watersports centre in Bristol is offering taster sessions in rowing, canoeing and sailing.

Sessions cost just €10 each.

For information on times and bookings please visit [www.a8aboardwatersports.co.uk](http://www.a8aboardwatersports.co.uk)

Local listings media



Targeted advertising & Facebook outreach



**Take away what works for  
YOU**

# 1. LOCAL NEWS

Consider your local landscape

Building targeted relationships

Uncovering your stories

Set yourself the chop test

The pitch



# Consider your own local landscape

## Broadcast

**BBC**  
**OXFORD**



Heart Oxfordshire - FM 102.6

## Regional Print

**HERALD**  
SERIES

**OXFORD**  
**MAIL**

**The Oxford Times**

**Oxford**

**LIVING**  
**OXFORD**

**Daily Info, Oxford**  
Your one-stop guide to Oxford life



Events Listings

*Oxford Light*



*Antonia Bance*

[OxfordCityGuide.com](http://OxfordCityGuide.com)

Online/bloggers

# Building relationships with key media influencers





# Getting to know your media influencers

Connect on their social channels & interact

Introduce yourself and tell them what you can offer THEM – find out what THEY want

Give a list of NEWSWORTHY dates for the next 6 months

Get them down to the centre to try for themselves

**Keep it brief!**



# What makes a story newsworthy?

The story needs to be timely

Of genuine human interest

Is backed up with research,  
stats or opinions

Celebrity based (local)

## Water Sports Taster Sessions at Crosby Lakeside Adventure Centre



If you're not heading away on holiday this half term then how about re-creating that holiday feeling with some fabulous water sports at Crosby Lakeside Adventure Centre for only £10?


In a recent study by the Royal Yachting Association, British Canoeing and British Rowing two thirds of parents identified watersports – everything from kayaking, rowing, sailing to windsurfing – as one of the top activities they love to do while on holiday, along with going to the beach. However, half of Liverpool mums and dads said they regretted that they and their children didn't do these activities more once back home, with a third admitting they'd never looked into it.

To get that holiday buzz at home, or try out something new during the half term, you can visit the open day at Crosby Lakeside Adventure Centre on Saturday 25th October where you can take part in activities from canoeing, rowing and sailing with a team of trained instructors on hand throughout the day for only £10.


# What makes a story newsworthy?



Suggested Page

 **Crosby Lakeside Adventure Centre**  
Sponsored

Try rowing, sailing and canoeing for ONLY £10. Check out our page for details!



**Crosby Lakeside Adventure Centre**  
Sports/Recreation/Activities  
2,904 people like this. [Like Page](#)



# What do they want?



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- News vs Features
- Images are useful but not essential
- Quotes are well received to save time

- Very limited airtime & resource
- Sound bites from local spokespeople are essential

- More airtime than TV
- Keen for local spokespeople for in-depth discussion
- Opportunity for syndication

- Local content that is relevant, timely, targeted
- Images help too!

# Give them a reason to remember you

*Hi <<Name>>*

**#waterproofselfies**

Britain is experiencing exciting new waves of interest in water sports - but have you ever taken the plunge??

<<Centre>> would like to extend an invitation to you and your team to join the local community in stepping onto the water this autumn by taking part in the launch of our bespoke 3-in-1 rowing, sailing and canoeing taster sessions.

Our specialist photographer will be there to capture you and your team riding the local waves, producing #waterproofselfies for you while your phone stays safe upon the shore!

We really hope you'll be able to come down and will be in touch to set up a time and date soon.

*<<Centre>>*

Row Sail Canoe

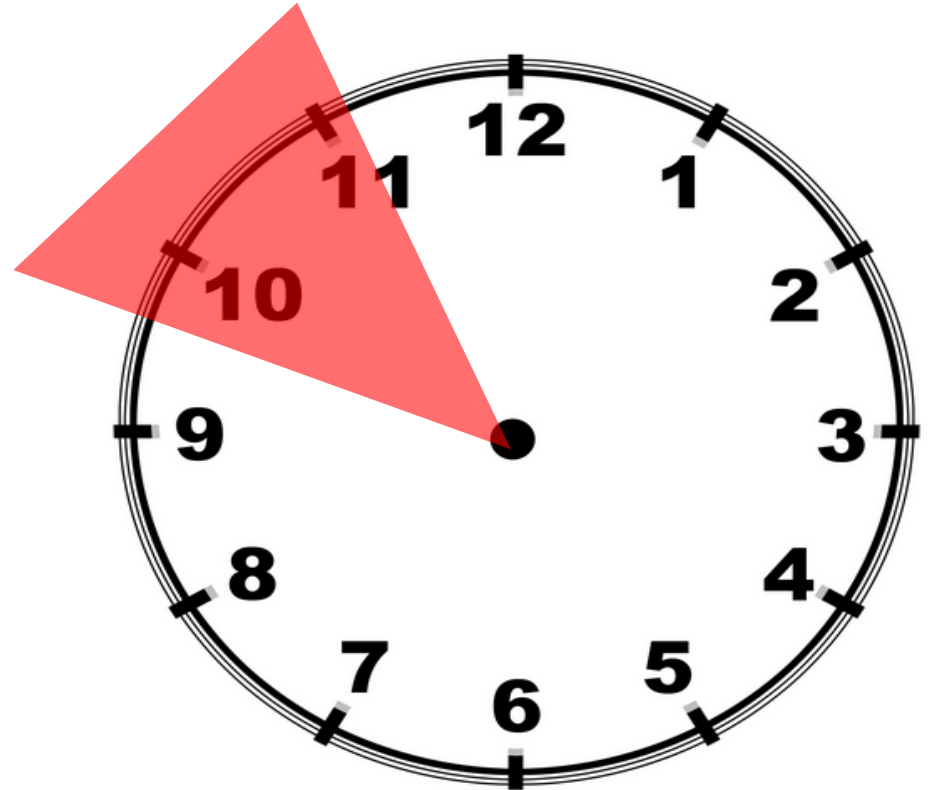


# The pitching hour

**ONE WEEK IN ADVANCE**

AVOID NEWS CONFERENCE: 8-9

AVOID FILE DEADLINES



# Set yourself the chop test

## 1<sup>st</sup> PARAGRAPH

- The 'must-know' facts – CONVINCENCE!

## 2<sup>nd</sup> PARAGRAPH

- The 'need to know' facts


## 3<sup>rd</sup> PARAGRAPH

- The quote-

## 4<sup>TH</sup> PARAGRAPH

- The 'nice to know' facts





## Section 2.

# Getting your business listed locally



## 2. LOCAL LISTINGS


A guaranteed audience

A post that gets pick up!

Monitor take up at sessions

### Come and try rowing, canoeing and sailing!

 Date: Thu 28th Aug 14 — until — Sat 27th Sep 14

 Location: All-Aboard! Watersports, Baltic Wharf, Underfall Yard, Cumberland Road, Bristol, Bristol, BS1 6XG



#### Contact details

Contact  
Telephone  
Email  
URL

Karen Lloyd  
0117 925 0801  
karen.p.lloyd@gmail.com  
<http://allaboardwatersports.co.uk>

#### Other information

The All-Aboard! Watersports centre in Bristol is offering taster sessions in rowing, canoeing and sailing.

Sessions cost just £10 each.

For information on times and bookings please visit [www.allaboardwatersports.co.uk](http://www.allaboardwatersports.co.uk)

# A guaranteed audience looking for inspiration



83,000 readers per month



7,394,623 readers per month



520,000 readers per month



1,000,000 readers per month

An active audience who want to find things to do!

Maintains an online presence when stories are lacking (or the weather is bad!)

Listings are free, have a lot of readers and can be replicated

Listings have high search ranking (google spots them easily...and Twitter too)

# A huge amount of local listing opportunities

Website	Address	Website	Address
Birmingham Alive	<a href="http://www.birmingham-alive.com/">http://www.birmingham-alive.com/</a>	Days Out	<a href="http://www.daysout.co.uk/">http://www.daysout.co.uk/</a>
All Brum	<a href="http://allbrum.co.uk/">http://allbrum.co.uk/</a>	Gazette Series	<a href="http://www.gazetteseries.co.uk">http://www.gazetteseries.co.uk</a>
Whats on	<a href="http://www.birmingham.gov.uk/whats-on.bcc">http://www.birmingham.gov.uk/whats-on.bcc</a>	Activ Birmingham	<a href="http://www.activbirmingham.com/">www.activbirmingham.com/</a>
View Birmingham	<a href="http://www.viewbirmingham.co.uk/listings.aspx">http://www.viewbirmingham.co.uk/listings.aspx</a>	Visit Birmingham	<a href="http://visitbirmingham.com/what-to-do/festivals-events/">http://visitbirmingham.com/what-to-do/festivals-events/</a>
Whats on live	<a href="http://www.whatsonlive.co.uk/birmingham/">http://www.whatsonlive.co.uk/birmingham/</a>	Events Birmingham	<a href="http://events.birmingham.gov.uk/">http://events.birmingham.gov.uk/</a>
Skiddle	<a href="http://www.skiddle.com/whats-on/Birmingham/">http://www.skiddle.com/whats-on/Birmingham/</a>	Net Mums Birmingham	<a href="http://www.netmums.com/birmingham/">http://www.netmums.com/birmingham/</a>
Friday Ad	<a href="http://www.friday-ad.co.uk/">http://www.friday-ad.co.uk/</a>	Whats on Live	<a href="http://www.whatsonlive.co.uk/birmingham">http://www.whatsonlive.co.uk/birmingham</a>
Events Book	<a href="http://www.eventsbook.co.uk">http://www.eventsbook.co.uk</a>	Weekend Notes	<a href="http://www.weekendnotes.co.uk/birmingham/">http://www.weekendnotes.co.uk/birmingham/</a>
Time outdoors	<a href="https://www.timeoutdoors.com/events/watersports-events">https://www.timeoutdoors.com/events/watersports-events</a>	Whats on South Brum	<a href="http://whatsonsouthbrum.com/">http://whatsonsouthbrum.com/</a>
Event Brite	<a href="https://www.eventbrite.co.uk">https://www.eventbrite.co.uk</a>	The best of	<a href="http://www.thebestof.co.uk/">http://www.thebestof.co.uk/</a>

# Making your post compelling is key



**Bucks Free Press**  
Call to action

Come and try windsurfing, paddlesports and sailing!

**Where:** Bray Lake Watersports, Maidenhead, SL4 2JH

**When:** 7 September to 21 September, 9:00am to 5:00pm

**Every:** Sunday

**Next On:** September 14th 2014 at 9:00am

**Contact:** info@braylake.com, 01294 638802

**Add to calendar:** Google | Outlook | iCal | Yahoo!

**Price event:** Email event to a friend • Report event



Bray Lake Watersports centre in Maidenhead is offering taster sessions in windsurfing, paddlesports and sailing. Sessions will cost just £29 each. For information on times and bookings please visit <http://www.braylake.com>

Come and try rowing, canoeing and sailing!

**Date:** Thu 28th Aug 14 — until — Sat 27th Sep 14  
**Location:** All-Aboard! Watersports, Baltic Wharf, Underfall Yard, Cumberland Road, Bristol, Bristol, BS1 6XG



**Contact details**

**Contact:** Karen Lloyd  
**Telephone:** 0117 829 8501  
**Email:** karen.lloyd@gmail.com  
**URL:** <http://allaboardwatersports.co.uk>

**Other information**

The All-Aboard! Watersports centre in Bristol is offering taster sessions in rowing, canoeing and sailing.

Sessions cost just £10 each.

For information on times and bookings please visit [www.allaboardwatersports.co.uk](http://www.allaboardwatersports.co.uk)

Use a colourful good picture



20 things to do and places to go in September

Ideas for fun activities and days out whatever your budget

By **Kim James** Aug 28, 2014  
Updated: August 28, 2014 12:21 PM



Beat the back to school blues this September with our handy monthly round up of fun things to do and places to go across the country.

We have something for **families** with kids of all ages, from storytelling sessions to music festivals, and great offers for eating out on the cheap!

Click through the gallery below to find out where Dr Who's Tardis has landed and where you can find camel racing and show-jumping llamas (we kid you not!)

Rowing, sailing and canoeing sessions

By Watersports1 | Posted: August 21, 2014

**Date:** Friday, August 22, 2014

**Repeats:** Every Day until Tuesday, September 30, 2014

**Location:** BS1 6XG

**Details:** Come and try rowing, canoeing and sailing!

The All-Aboard! watersports centre in Bristol is offering taster sessions in rowing, canoeing and sailing.

Sessions will cost just £10 each and you can try all three of the above watersports.

For information on times and bookings please call 01172920801

**Venue:** All-Aboard! Watersports, Baltic Wharf, Underfall Yard, Cumberland Road, Bristol BS1 6XG

**Taster session dates:**

- Mon 25 Aug 2014
- Thu 28 Aug
- Mon 1 Sep
- Sat 5 Sep
- Fri 12 Sep
- Sat 20 Sep
- Tue 23 Sep
- Sat 27 Sep

thebestofsloough



Come and try windsurfing, paddlesports and sailing!

Contact Us: +44(0)2980 8800  
Click here to email us or visit our website  
Visit us  
Bray Lake Watersports, Windsor Rd, Maidenhead, SL4 2JH

From Sunday 7th September, 9:00am  
until Sunday 21st September, 5:00pm

Bray Lake Watersports in Maidenhead is offering taster sessions in windsurfing, paddlesports and sailing. Sessions will cost just £29 each. For information on times and bookings please visit [www.braylake.com](http://www.braylake.com)

**Vital Information**

**WhereCanWeGo.com** Britain's What's On Event Guide

What's On | Alerts | Add Events Free | Add Attractions | Organisers | Advertise | Webmaster

Many More Events Near You

**Come and try rowing, canoeing and sailing!**

Crosby Lakeside Adventure Centre is running taster sessions in canoeing, rowing and sailing where you can try all three watersports for just £10.

There are two sessions on the 25th October at 10:30-12:30 or 13:05-15:00. Sessions cost £10 or £5 for juniors.

**Crosby Lakeside Adventure Centre, Cambridge Rd, Waterloo, Liverpool, Merseyside L22 1RR**  
Saturday 25 Oct 2014

Mums in the Know  
LIVERPOOL

Water Sports Taster Sessions at Crosby Lakeside Adventure Centre



If you're not heading away on holiday this half term then how about re-creating that holiday feeling with some fabulous water sports at Crosby Lakeside Adventure Centre for only £10?

In a recent study by the Royal Yachting Association, British Canoeing and British Rowing two thirds of parents identified watersports – everything from kayaking, rowing, sailing to windsurfing – as one of the top activities they love to do while on holiday, along with going to the beach. However, half of Liverpool mums and dads said they regretted that their children didn't do these activities more once back home, with a third admitting they'd never looked into it.

To get that holiday buzz at home, or try out something new during the half term, you can visit the open day at Crosby Lakeside Adventure Centre on Saturday 26th October, where you can try out activities from canoeing, rowing and sailing with a team of trained instructors on hand throughout the day for only £10.

These taster sessions will start at 10:30am and 1:00pm. For more information call the centre on 0151 966 6868 or visit <http://www.crosbylakeside.co.uk/> for information and bookings.

Berkshire Events Guide  
What's On In Berkshire



Try windsurfing, paddlesports and sailing



**Learn to Sail in the Sun**

Learn to sail in the sun with an experienced instructor and your own equipment.

**Sunday September 28th 2014 - Monday September 29th 2014, 9:00 am - 4:00 pm**  
Bray Lake Watersports, Maidenhead, Berkshire  
Bray Lake Watersports centre in Maidenhead is offering taster sessions in windsurfing, paddlesports and sailing. Sessions will cost just £29 each.

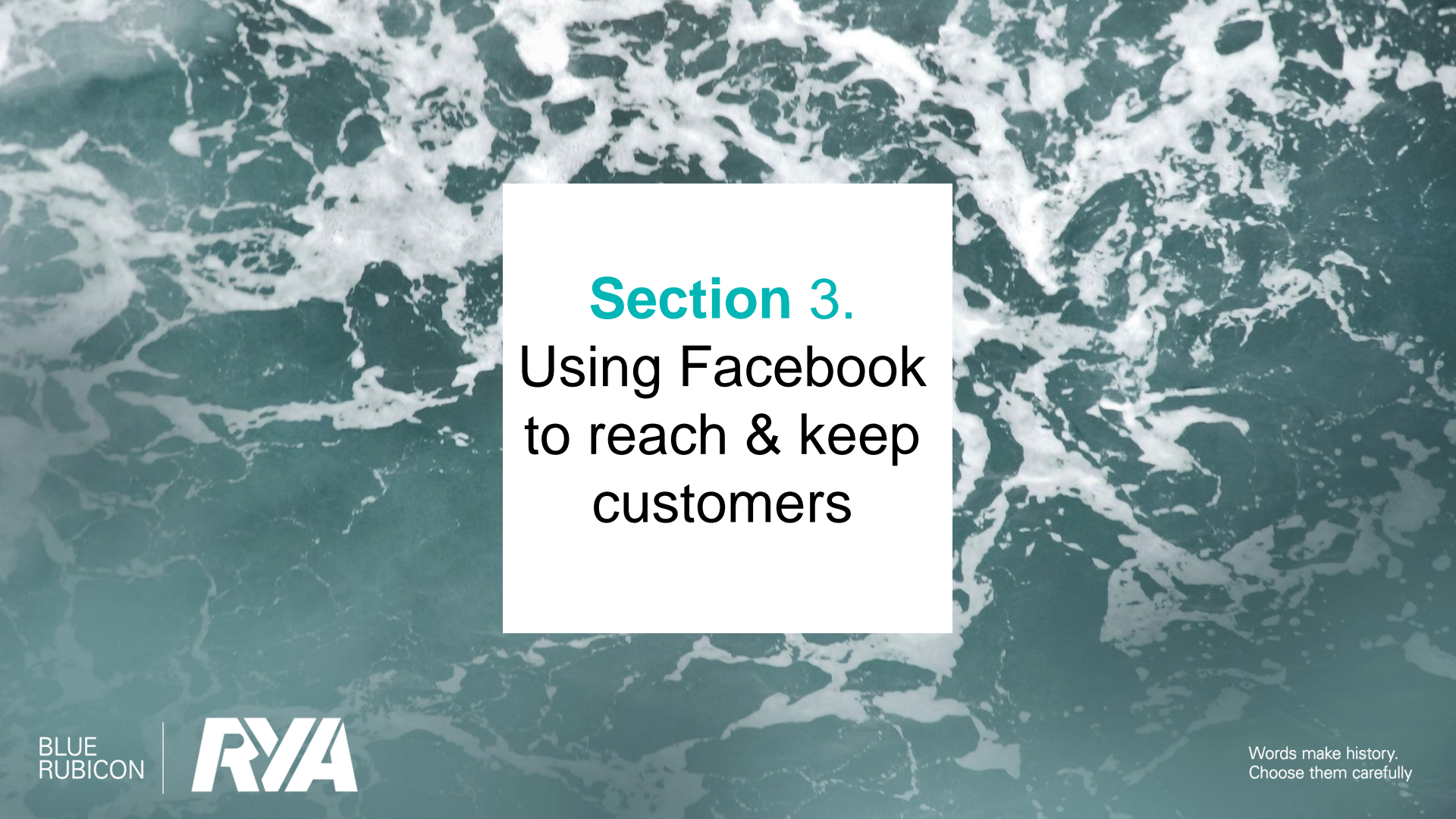


Always check with the windsurfing, paddlesports and sailing event organisers before booking.



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Details about where people can find out more



**Section 3.**  
Using Facebook  
to reach & keep  
customers

# Why Facebook?

57%

57% of young people use Facebook more than any other social site

4.1 million

4.1 million UK mums use the site - 88% login every day

27 million

People in the UK use Facebook and update news feed up to x14 times per day



# Getting the basics right?

Set up your Facebook page

Know who you're targeting

Plan your content (long or short term)

Agree the rules of engagement

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Dislike



Like

**Keep your page updated and joined up**





# How to make your page stand out



Be authentic

Be responsive

Test and learn – what's working

Measure and adapt

# Using ads to attract more people to your page



**Crosby Lakeside Adventure Centre**

15 October at 21:03 · 🌐

Fancy having a go at sailing, rowing and canoeing? Then you're in luck! We're running taster sessions on Saturday 25th October where you can try all three watersports for only a tenner!

Sessions are running at 10:30am-12:30pm or 1:00-3:00pm.

Call us on 0151 966 6868 to find out more and to book your place!!

1,645 people reached

**Boost Post**

Like · Comment · Share · 👍 15 💬 2 ↻ 3



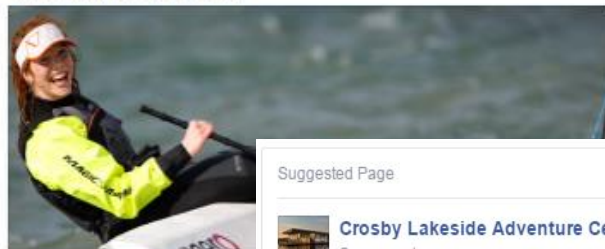
Suggested Page



**Bray Lake Watersports**

Sponsored

Join us on the water for new 3-in-1 Sailing, Paddlesports and Windsurfing taster sessions!



**Bray Lake Watersports**

Sports & recreation

1,022 likes



Suggested Page



**Crosby Lakeside Adventure Centre**

Sponsored

Try rowing, sailing and canoeing for ONLY £10. Check out our page for details!

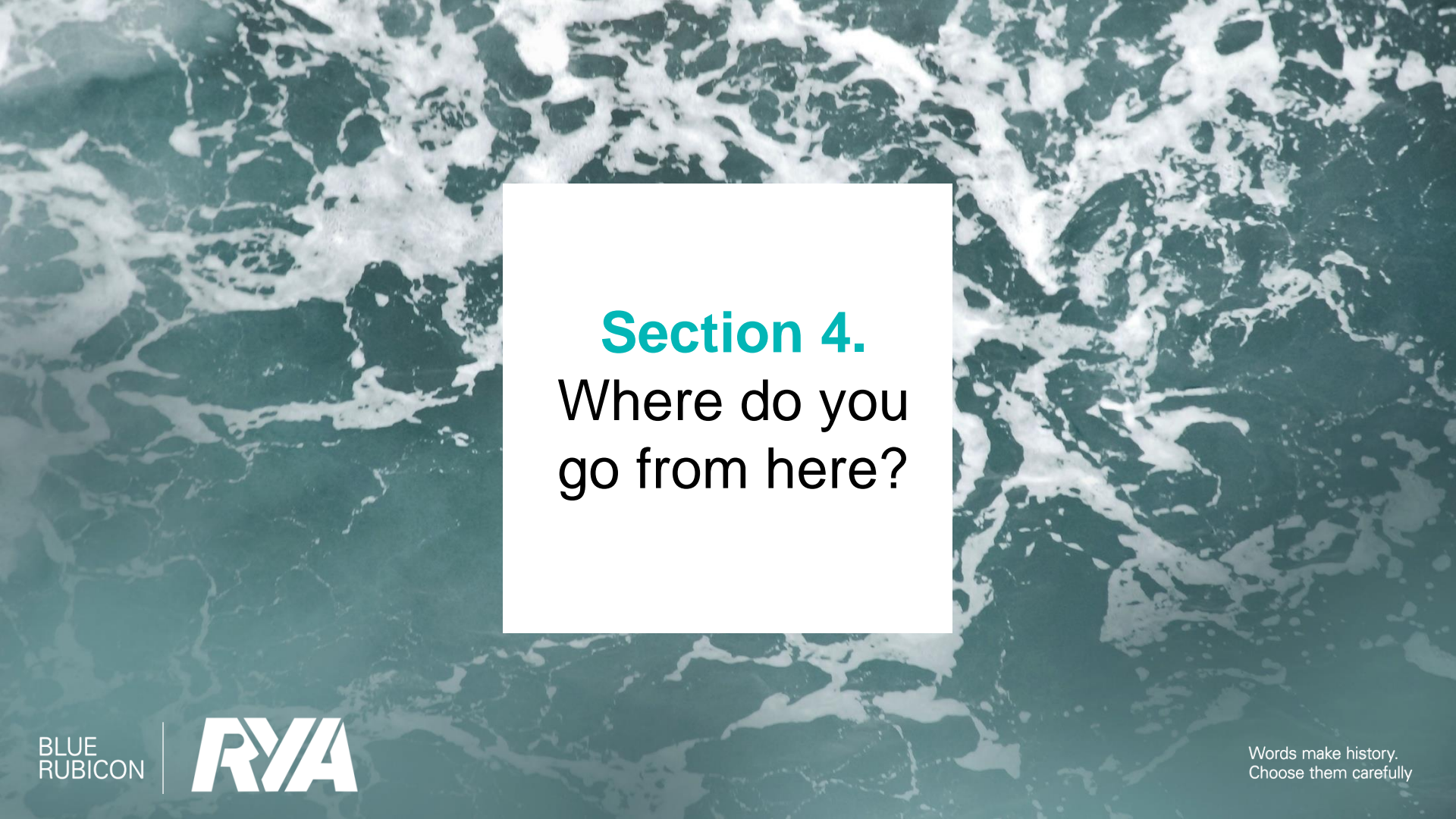


**Crosby Lakeside Adventure Centre**

Sports/Recreation/Activities

2,904 people like this.

👍 Like Page



**Section 4.**  
Where do you  
go from here?

# 10 questions to get you started

1. Have you planned the key dates for 2015?
2. Have you thought about how you can use the dates to create content?
3. Do you know who your local media influencers are?
4. Do you have a list of your local listings sites?
5. Do you have a bank of images that sell your centre?

# 10 questions to get you started

6. Who is responsible for your social media channels?
7. Are you measuring the success of your channels regularly?
8. Has your Facebook page got a clear purpose?
9. Is your website up to date – does it reflect your other online channels?
10. Do you have a plan to increase engagement and/or grow your Facebook community?

# A final thought...



Thank you.

Over to you for  
any questions

# How this can translate to your page



All Aboard Watersports  
Posted by All Aboard Watersports (P) · 22 August

News just in - a study by the Royal Yachting Association, British Canoeing and British Rowing found that one in 10 Bristol mums said their holiday buzz had VANISHED within two hours of returning home!

Keep that holiday feeling alive mum -... See More



Likes: **+170 (From 2!)**  
Impressions: 62,273  
Reach: 23,323



Suggested Page

 **Bray Lake Watersports**  
Sponsored

Join us on the water for new 3-in-1 Sailing, Paddlesports and Windsurfing taster sessions!



Bray Lake Watersports  
Sports & recreation  
1,022 likes

 Like Page

Likes: **+261 (21% increase)**  
Impressions: 67,361  
Reach: 19,832



Suggested Page

 **Crosby Lakeside Adventure Centre**  
Sponsored

Try rowing, sailing and canoeing for ONLY £10. Check out our page for details!



Crosby Lakeside Adventure Centre  
Sports/Recreation/Activities  
2,904 people like this.

 Like Page

Likes: **+951 (49% increase)**  
Impressions: 171,884  
Reach: 26,181

*Impressions: the number of times a post is displayed, whether the post is clicked or not.*

*Reach: the number of unique people who received impressions of a Page post. Reach might be less than impressions since one person can see multiple impressions.*