

IMPLEMENTATION: Publicizing Your Video Project and Social Media

Don't miss this opportunity to seek favorable publicity for your school, organization, or your local community. Identify any information or human-interest items about your students or your LGBTQ history project that can be shared with the public.

Identify an interesting focus. Getting free publicity is easy when you remember the media is in the storytelling business. You need an angle, a way to approach the story that grabs interest.

You may want to pre-select a few students who feel comfortable talking to a reporter. Think of items that will be of interest to most of the viewers. For example, did your students discover anything new and noteworthy about the LGBTQ history topic that they highlighted in their video project? Engage students in identifying whom to contact for publicity in print, broadcast, and social media.

Print and Broadcast (Television and Radio) Media:

- Create a list of the daily or community newspapers in your area.
- Create a list of local radio and television stations.
- Call and ask for the names of the reporters or editors who are responsible for the local education, lifestyle, business, or technology stories.
- Check out your local newspaper Opinions/Editorial section, or "Op/Ed" page. Who are the local columnists (not the nationally-syndicated ones from elsewhere) and what are the subjects of their columns? Do they write about the community, business, politics, technology, etc.? Is there an angle to your GFL topic that would provide interesting material for any of their columns?
- Contact local television stations, requesting that the producer of your local morning news show, evening news show, or news magazine do an in-depth piece about you and your LGBTQ history project.
- Many communities have local cable television stations that are required to provide free time for educational programming. Create a video of your team reporting on your project and submit it.
- Contact the local radio talk shows in your city or town. Talk with the show's producer to get them interested in interviewing you about your LGBTQ history project.

Social Media:

- Submit a news story about your video to online publications that might care about your topic.
- Write about your video project in a blog, update it periodically, and invite viewer comments.
- Post information about your video project to existing online groups and invite their feedback and comments.
- Create a unique group or an event about your video project on your favorite social media site (e.g., Facebook, LinkedIn, Instagram).
- Create a 90 second promo video telling about your video project and post it on YouTube.
- Produce a podcast about your video project and post it online