



Promoting your project

Getting the media to talk about your project is a great way of letting people know what you are doing with your grant.

If we are your largest funder, please ensure that acknowledgement of our support takes priority over other funders' throughout all your communications.

When should I announce my grant?

Please ensure you hold off announcing the news until you receive your grant notification letter. Once you have decided on an announcement date, please let us know.

Who should I contact?

Find out what media is available in your area. If you have a really visual story, you could approach the local TV station. Speaking directly to a journalist helps you to get to the top of the pile. Ask to speak to the news desk, or, in the case of radio and TV, the forward planning desk.

Before you call, carefully plan what you are going to say. Journalists don't have much time, so you need to grab their attention quickly. Make sure [your press release](#) is ready to go via email, with all the text pasted into the message rather than enclosed as an attachment.

Giving interviews

If you get enough attention from the press release or phone calls, you may be invited to do a media interview about your project. Make sure you have agreed in advance who the best person from your organisation is to do media interviews and think about the three key points that you want to get across.

Plan carefully what you want to say but remain flexible so that you sound natural and enthusiastic. You can always ask the journalist in advance what sort of questions they may ask. If it's a radio interview, find out if it's live or pre-recorded. Do let Healthwatch Hampshire know in advance if you have lined up any interviews as we may be able to offer



someone from our team to speak too. Remember to credit Healthwatch Hampshire where appropriate during the interview.

Getting visual

Newspapers and websites are always looking for interesting, high quality, eye-catching images to make their pages and the story come to life. Remember to send any good quality photos relating to the project alongside your press release.

If there is a strong visual element to your project you could invite the local media to a photo call at your project. Have your press release ready to hand out to journalists on the day of the photocall. Afterwards remember to send it, along with the photos, to anyone who couldn't make it.

Keep the media posted

The media is often interested to know when a project has finished, or a significant milestone has been reached - they like an opening or a finale event. Try to get members of the public there, including local community/friends groups and schools, local celebrities, local MPs and anyone who has benefited/is going to benefit from the project. The more people you can find who think the project is brilliant, the better the media coverage you will probably get.

Contacting your MP

Don't forget that there may be strong local support to be gained by talking to politicians, local dignitaries or MPs. Invite them to endorse your project within the press release through a quote or get them involved in a photo call. See if your local MP is on Twitter and if so tweet at them with news of your project. If your project has an opening or reception, consider inviting your local MP.

Social media

Of course, social media is a quick and easy way to promote. Healthwatch Hampshire will be more than happy to share your project information or event details. Follow us on [Facebook](#) and [Twitter](#) and use [#HWHCCF](#).

Make sure your website is up-to-date with the news and information. If you want to keep an online record of your progress, other social media platforms might also be useful. You could set up a blog, a Flickr page or Facebook page for example. Please let us know if you decide to do this so we can have a look and help spread the word where appropriate.



Don't forget to keep in touch

Let us know if your story appears in the media. We're always keen to hear about any key moments and events throughout your project's life span. We want to help you with promotion in whatever way we can.

Please send us a final version of your press release (the one you issued to media) for our records. Please also feel free to share your project milestones, and what you've learnt along the way through social media or via email to rosie.bird@healthwatchhampshire.co.uk.