

Promoting your Know Your Blood Pressure event

Contacting local media

You can edit our pre-prepared press release with details of your event and send this to local newspapers, magazines and radio stations to help gain publicity for your event. We will send this press release to you approximately one month before Know Your Blood Pressure day.

Where can you find information for local media and PR contacts?

Look at editorial departments in your local paper and find out which reporters write about health and community events and send some information about your event to them. For radio stations, try to contact producers or presenters. Avoid advertising teams as they may expect you to pay for advertising space.

What is the most effective way to contact the media?

Do some homework and try to include a description of why you think your story or event will be interesting to their audience. Emphasise that a lot of people are interested in improving their health, so a free blood pressure check would be of interest to them.

Try something different. In the past, presenters have been willing to have their blood pressure tested live on air; try to suggest something that may help them generate interest or appeal to their listeners.

When would be the best time to contact local newspapers?

It is best to contact the outlet a week ahead of when you want the story to appear.

Most regional newspapers are weekly, though some are daily. Most weekly papers are published on a Thursday, meaning their deadline is normally Tuesday.

Radio shows might be weekly or daily; it is worth calling to speak to the contact for the show you would like coverage on.



What about post-event coverage? Posters

Pre-event coverage is really important as it helps to attract as many people as possible to your event, meaning the KYBP message is spread further.

Post-event publicity is also really useful for encouraging people to find out more about us.

Use your website

Post the details of your event on your website, including a brief description of the purpose of the campaign and your event. Make your post colourful and engaging and include some information about the success of any previous events.

Social media

Share details of your event on social media pages such as Facebook and Twitter. Include photos and links to our website where people can find more information and encourage people to share or retweet your post. Tweets can only be 140 characters long (including spaces). An example tweet might be:

Come to our KYBP event and have a free blood pressure test on Sat 23rd April at Bath Town Hall
@TheStrokeAssoc #conquerstroke #KYBP

We are on Facebook and Twitter and would love to hear about your posts. Include us in your tweet by using our Twitter name as part of your post **@TheStrokeAssoc** or by liking our page on Facebook and tagging our Facebook page name in your posts.

Create a Facebook event: Keep the invite public, so that people can join the event without you having to invite them. Use a friendly tone and direct people to our website for more information.

By creating an event on Facebook, your followers and those who have joined the event will be reminded prior to the event.

You may want to refer to our Rotary Social Media Guidelines for more information about using social media to promote your events.

Order some of our pre-event posters and ask your venue and local community centres, libraries, cafes, GP surgeries and other local venues if you can display them in the weeks before the event.

Venue newsletters

If your chosen venue has a newsletter or website (e.g. University newsletters), ask them if they could include details of your event.

Questions and advice

Make use of the Know Your Blood Pressure section of the website to help you with general queries or to look at events in your local area.

Regional offices can offer advice for promoting your event locally. If you are unsure who to contact or would like more information, please email **kybp@stroke.org.uk** or call **01527 908 918** and our KYBP team will put you in touch with a helpful contact.

