

Civic Season Promotion Checklist

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Reference Materials

- Toolkit with social media graphics and copy: <https://socialpresskit.com/civicseason>
- Main website: TheCivicSeason.com

Two Weeks Before

- Send a media advisory to your local press
 - In the Toolkit: “Community Outreach & PR”
- Enter your event into local community calendar listings
- Consider placing an op-ed, letter to the editor or interview with your executive director on your institution’s commitment to building civil leadership and engagement
- Update your social pages.
 - In the Toolkit: Civic Season banners and more in the "Graphic Assets" tab
- Post on social media to encourage participation - be sure to tag #CivicSeason
 - In the Toolkit: sample posts in the “Announce Civic Season” tab
- Promote Civic Season Programs, like the Civic Superpower Quiz, the Civic Season Zine, and the Poster prompt PLUS use the graphic overlays in your posts to show your event is part of Civic Season
 - In the Toolkit: sample posts in the “Share Activities + Programs” tab

One Week Before

- Follow up with local reporters to see if they will cover your event or your participation
- Pitch and place op-eds and interviews
- Continue to post on social media to encourage participation

Day-Of

- Call local TV stations the morning of your event to see if they will attend
- Post reminders on social media
- Take lots of photos to share across platforms during and after your event

After Your Event or After Civic Season

- Send local press release (or summary) with highlights from the event to local press
- Post a recap on social media - be sure to tag #CivicSeason