

Introduction

Welcome to your RPS promotions toolkit, this document is to assist you in effective, best practice communications when promoting events for your group, region and chapter.

Brand Guidelines

RPS brand guidelines can be found online at rps.org.

Please refer to 'Regions, Groups and Chapters' page 12 and 'Regions, Groups and Chapters Social' page 13.

Press release and writing

When promoting an event or exhibition please write a press release. This should contain the following formatting and information.

- A short descriptive title of the event
- 2-5 paragraphs copy (450 words approximately)
- Who is featuring in the event? A short biography of the featured photographer's awards and achievements may be included.
- Location and address of event.
- Price and concession rates (if applicable) and booking information (link to rps.org event listing)
- Information on which group, region or chapter is organising the event and contact information for the organiser.
- The group, region or chapter's social media information and hashtag associated with event or group, region or chapter e.g. #rpshistoricalgroup
- Notes to Editors section (this is background information that is useful to know but not directly linked to the event) if applicable with information on the RPS and group, region or chapter. Format in bullet points.

When promoting a group, region or chapter event consider if the event is of international, national or local interest. If the event is primarily of local interest email the press release and images to local journalists at least 10 – 15 working days prior to the event, you may also offer the journalist a complimentary ticket to assist with relationship building and securing an article on the event. If the event is of national or international interest - register it on the press association 10 – 15 working days prior to the event.

Images

Use high resolution photographs in JPEG format to promote your event.

Embed an image in your press release and send 2-5 images with your press release to journalists. Please label these with title and image credits. Do not use photographs with watermarks. Only use photographs you have been given permission to utilise (or images that have run out of copyright.)



Listings

Press Association

The Press Association is a multimedia news agency, their website can be utilised to upload information on events which journalists may pick up.

<https://www.pressassociation.com/arts-and-entertainment-listings/>

Media and Broadcast > Event listings > Add an Event > Start > Then follow the instructions step by step to submit your event.

Other

Find out what opportunities you can utilise in local newsletters, magazines and newspapers. We also recommend utilising artrabbit.com and artmonthly.co.uk for exhibitions and talks.

Social Media

Use friendly and informative language with calls to action (Example: Join us, Don't miss, Book now, Find out more, Discover, Learn etc.) Ensure key information time, date, price and description of event is included.

Channels

Facebook

We recommend utilizing your group, region or chapter's Facebook page in accordance with the social media policy document available here. Create Facebook events for each upcoming event and invite all the members in your group, region or chapter (encourage members to share the event on their personal Facebook) Do not post more than 3 times a day (as more often than that may have a negative effect on engagement levels.)

Twitter

Create tweets promoting your event with a high res landscape image, 280 characters, 1-3 hashtags, a link to the event page on rps.org, image credit and please tag @The_RPS so we can re-tweet. You can also tag in other relevant people/organisations and request a retweet (pls retweet) Try to tweet at least once daily (you can tweet and re-tweet as many times a day as you like without it having a negative impact on your engagement levels.

Instagram

Hashtags

Hashtags are metadata tags which assist social media users in navigating social media platforms. Create your own unique hashtags for events, your group/region or chapter and use popular hashtags to assist with spreading your content.

Example: #rpsouthwales #MartinParr #Photography

Bitly

Bitly is a free online resource which allows you to shorten URL's and track their click rate on different channels (email marketing, twitter, Facebook) Over time this will allow you to learn what content is most popular and which online channels are most effective.



Scheduling Tools:

Hootsuite

We recommend the free version of Hootsuite which is an online platform for scheduling your social media posts in advance. This version allows you to manage 3 channels (we recommend Twitter, Instagram and Facebook)

Facebook

Page admins and editors may schedule posts in advance (as there is a limit to how much you can schedule on Hootsuite in advance - this is very useful)

