

MEDIA STRATEGY

As you prepare for your World Mental Health Day event, a media strategy will extend its outreach and promote your event/cause across your community, country or the world. Start early! Craft a media strategy to spread your message and plan well in advance about how to use the types of media available to you to publicize the event. You could use one approach or several - consider newspapers, magazines, newsletters, radio, television and the big social media platforms – Facebook, Twitter, Instagram and more.

If you are working with the press, prepare a written message – a short briefing paper about your event containing major points about the theme and details of your event. It will be helpful to the journalists who work with you and know little about the subject. Where possible avoid using only the language of mental illness; try to use alternative words in some places and include a positive message about the availability of treatment and the possibility of recovery.

Send the briefing paper to local journalists with a list of questions they could ask, and the contact information of some well-informed people they could interview. Get the consent of these people in advance, and give them the briefing paper and questions too so that they are prepared for interviews. Make sure the journalists have contacts in your organization.

Remember, journalists are not mental health experts. Try to help them by providing useful information. Journalists working in the print press, radio and television can all use this assistance. Radio and television interviews are very valuable but may require extra advance effort for scheduling.

If you have access to videos, consider preparing a short video about your event and uploading it to YouTube, Facebook and Instagram to get a higher level of exposure.

Stay in touch with the World Federation for Mental Health through the WFMH Facebook @WMHDAY1 and Twitter @WMHDay. Use them to send us news of your plans. We are so excited to see the mental health community growing on social media.

After 10 October, send us your reports and some photos! Please send them to wmhday@wfmh.com - we love to get them, and it lets us see how far the World Mental Health Day campaign has grown around the globe.