



 ShabbatUK
 @shabbat_uk
www.shabbatuk.org/

Press Pack

To help promote ShabbatUK and your community, we'd love to help you publicise all the wonderful events you are organising.

This Press Pack will provide you with handy hints and information on how to maximise the publicity opportunities that ShabbatUK can offer.

Press Releases

Before preparing information about your event, it's useful to think about what makes an interesting news story. Whether your event is perfect for a national paper, or primed to go viral on social media, it is all dependent on a few factors. Here are some suggestions for things to focus on in your ShabbatUK event stories:

Uniqueness: what makes your ShabbatUK event interesting and different? Whether it's a first for your community or a first for the country, focus on just how unique an opportunity ShabbatUK is for communal engagement.

VIPs: a celebrity, whether local, national, or international, is always sure to raise the profile of your event. Fame comes in all shapes and sizes – local politicians, TV personalities and religious figureheads all qualify!

Reflections: explaining what you enjoyed and learned from an event is a great way to educate others about ShabbatUK's aims and values.

A personal touch: both on the web and in the papers, readers always look for stories they can relate to. Who are the people who have particularly benefitted from your event?

What? – which ShabbatUK event do you want to publicise?

Where and when? – date and location of the event.

Who? – how many people attended? Were there any VIP's in attendance? Who were your partners in organizing the event? (Make sure to give us the contact details of any partners you worked with).

Why? – include a quote or two to sum up why the event was so special, and how it promotes ShabbatUK 2019. Press releases should include quotes from a community spokesperson, and other key participants.

These are the essential components of any press release.

Once you have prepared all your information, you can email it to us at media@shabbatuk.org. Alternatively, feel free to send off your own press releases, and let us know. News stories generally tell the story of events after they've happened,

Photos

News consumers aren't just readers – they're viewers too! Photos give an audience a specially crafted window into your event, so it's important to set up and select your pictures carefully. Consider these tips when taking your pictures (not on Shabbat itself, of course!):

Variety: try a few different styles posed, natural, new locations, different faces – the more the merrier.

Lights, Camera... Action: try to get pictures of people stuck into their activities, instead of just smiling at the camera. What was your event really like?

The Golden Rule: when composing shots, divide your frame into thirds, and try to line up your subjects on the 1/3rd or 2/3rds marks, whether horizontally or vertically.

Quality: try to take photos in high resolution if possible, as these will be needed for printed press, although low-res photographs can be used on social media and websites. If transferred onto a computer, keep the picture in its original size and format as newspapers will require high resolution photos (at least 300dpi).

Who's in the frame: it's always good to have your news story and photos link up. If you're working with partners or a VIP and mention them in your story, make sure to get a photo!

Social Media

Shabbat may be a time for switching off, but you can still create a buzz in the build up to your events. Here are our top social media tips:

Photos and videos: the best social media content is visual, ensure your'e sharing lively pictures or videos.

Platforms: Facebook, Twitter, Instagram, Snapchat... there are more ways to share ShabbatUK in 2019 than ever before. Posting across social media platforms will engage the most people and encourage them to come to your events.

Tags: remember to tag us (see our social media handles overleaf) and all your other partners in your posts.

Participants: let your attendees know the hash-tags we're using, and encourage them to get posting. Ask your members to share your posts wherever possible to spread the excitement.

Engage: interactive media is a two-way stream – if people engage with your posts, be sure to send them a reply.

Peak times: social media activity is often most intense around lunch-time and in the evenings. Posting at peak times should bring your messages to a wider audience.

Press Contacts

Whatever the event you're organising for ShabbatUK, you can get in touch with both local and national Jewish press organisations. Below are the details of some of the main Jewish press organisations in the UK for your reference:

The Jewish Chronicle

Email: editorial@thejc.com

The Jewish News

Email: editorial@thejngroup.com

The Jewish Telegraph

Website: <http://www.jewishtelegraph.com>

Let us know about all your ShabbatUK events - we can't wait to share them!



ShabbatUK



@shabbat_uk



shabbat_uk_official

www.shabbatuk.org

For more information,
please contact:

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