

★ cheat sheet ★

MEDIA & PROMOTION

BRAND



What's in a brand name?



Quite a lot, actually. Your brand name will...

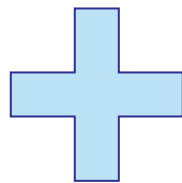
- Distinguish your mahi from others in your industry.
- Reflect the core values that form the foundation of your brand.

A brand can start as a name: the simpler, the better.

Simple but Strong

Your name and design should reflect your values.

Keep your messaging simple, strong, consistent and reflective of your brand.



Core values

Your brand's core values are central to your professional conversations. Are you innovative? reliable? holistic? edgy?

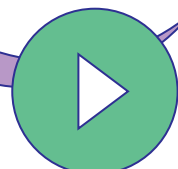
Define what your practice is grounded in and speak from that place.



Effective Brand & Good Reputation



Be consistent in the way you work and how you deal with others. Word of mouth can be negative as well as positive. It takes time to build your reputation, but no time at all to lose it.



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Questions? aratoi@dcc.govt.nz
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SOCIAL MEDIA

One of the easiest - and cheapest - ways to showcase your creative contributions to Ōtepoti is through your social media accounts.

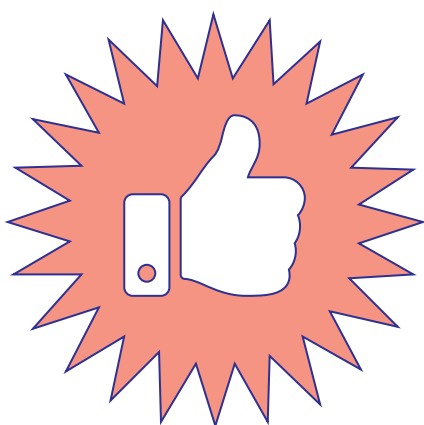


Connect

Loop together your professional online and social media presences by sharing links and updating across multiple platforms at the same time.

Bio

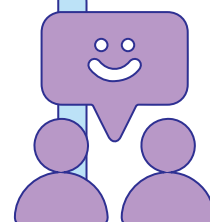
Share information you are comfortable with about your practice and who you are. Keep it short and simple.



Sharing is caring

Acknowledge the content and sharing of others, your funders, supporters, sponsors.

Follow, like and support practitioners who both share your area of expertise and work adjacently to your field. This helps you build up a following.





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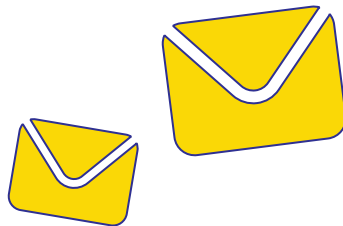


Plan

Choose the right platform: TikTok probably won't be the best option if you want to target people over 35.

Develop a media schedule of what is posted when, be consistent.

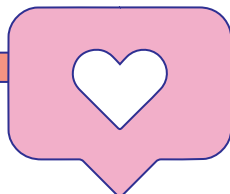
Be aware of what else is going on in the world: is the Finnish death metal on your Instagram reel really appropriate for an ANZAC Day post?



Communicate

Stay on top of your business DMs (direct messages). Put aside time each day or week to respond, just as you might when uploading content/updates.

And the fan mail? Reply at your discretion and remember how small and connected the creative community is!



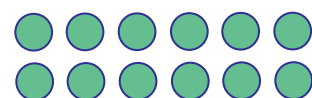
Content

Create a bank of good quality images, sound, video files along with some detail about each — get permissions!

Something as simple as a table of images and info/captions will make uploading less stressful and therefore consistent.

Stay on brand with your tone, image quality and style, language.

Selling through social? be transparent about pricing and availability.



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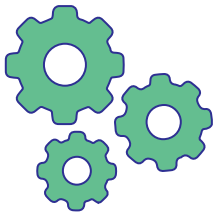
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GENERAL MEDIA



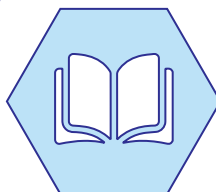
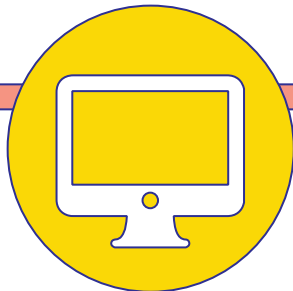
TV / Online / Radio / Print

Know what the angle is likely to be, e.g: the ODT will have a different take from Art New Zealand.

Use what will best reach your current and potential clients/audiences.

Control what you say about your mahi — plan in advance and be consistent across all media, including social.

Interview? Ask for questions beforehand and **prepare** for them.



Media Releases: 3 + 1 Strategy

1=The most important thing you want people to hear.

3=Three statements that support this, in descending order of priority. This is where the details are.

- Use short, simple language — the sort you'd use in a conversation.
- Use it for all interviews about that subject.
- Consistent messaging is essential.
- For print releases, include a quote.

