



# **Public Relations and Lobbying Toolkit**

# Public Relations

## What is Public Relations (PR)?

Public Relations refers to the way an organisation promotes themselves and encourages a positive public image.

PR is different from marketing or advertising. It is a long-term process without an end-date like an advertisement campaign or an event. It is a free or inexpensive tool to compliment advertising and marketing efforts.

Different types of media are utilised in PR to create a positive public image. Here are some examples of media that schools often have access to.

### Owned Media

- Social Media
- Website Content
- Blog posts
- Email newsletters

### Paid Media

- Social Media Advertisement
- Influencer Marketing

### Earned Media

- Mentions in industry news
- Praise from stakeholders on social media
- Good SEO performance

# Creating a PR Strategy

## Situation Analysis

Conduct an analysis of the current PR situation in your school. Consider what is going well, what has been successful in the past and which areas are lacking.

### How?

1. Use an analysis method. For example:

## SWOT (Strengths, Weaknesses, Opportunities, Threats)

Strengths	Weaknesses	Opportunities	Threats
What do you do well? What are your unique selling points? What resources do you already have?	Where can you improve? Where are you falling behind our competitors? Where are you lacking knowledge or resources?	Where is there room for growth? Are there new markets you can tap into? What trends can you take advantage of?	What are your competitors doing? Are there social, political or economic factors that threaten your goals?

## PESTLE (Impact of Political situation, economic, sociological, technical, legal, environmental on business)

Political	Economic	Sociological	Technical	Legal	Environmental
Government policy, industry regulations, global issues.	Cost of living, labour costs, inflation	Lifestyle changes, consumer trends	Automation, AI, Social media	Visa regulations, employment law	Sustainability, efforts to conserve energy

2. Discuss the situation with team members from different departments. Here are some ideas for the discussion:

- What product do you currently have to offer?
- What is the market you are trying to target?
- Who is your specific target audience?
- Historically, how well have you reached these audiences?
- Who are your competitors? What do they do well, and what would you do differently?

## Setting Goals and Objectives

Based on the Situation Analysis, identify goals and objectives.

**Goal:** An achievable outcome that is broad and longterm.

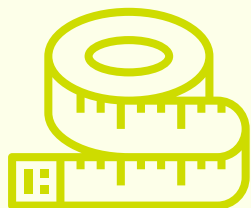
**Objective:** Measured actions that lead towards achieving goals.

Both the PR goals and objectives should address the problems and challenges identified in the Situation Analysis.

**Tip:** Use SMART goals.



**Specific**



**Measurable**



**Attainable**



**Relevant**



**Timely**

## Identifying Key Messages

Design 1-3 key messages that reflect your goals and objectives. These will influence the content you create. Take inspiration from MEI's key messages for 2023:

1. The ELE sector is worth €1.183bn to the Irish economy.
2. The Irish ELE sector has made a remarkable recovery post-Covid.
3. There is a need for greater flexibility from the government in visa regulations to open up new markets for the ELE sector.

## Methods and activities

Outline the methods you will use to achieve your goals and objectives.

Activity	Goal/ Objective Addressed	Description	People/ Resources Needed	Timeline
For example: <ul style="list-style-type: none"><li>• Hosting events</li><li>• Social Media strategies</li><li>• Writing a Press Release</li></ul>	Link the activity back to an identified goal or objective.		Budget, staff members.	

## Evaluation

Review your PR strategy often. If you used SMART objectives, you will have identified ways of measuring your progress. Keep your PR strategy as a live document and schedule in time to review.



# How to create an effective Press Release for your School

## What is a press release?

A press release is a formal announcement made by an organisation, usually targeted at media and politicians.

A press release is an essential tool for public relations, allowing schools to communicate important announcements, achievements and events to the media and the wider community. It serves as a bridge between the school and the public, helping to build awareness, credibility, and visibility in the English language education sector.

## Why would I write one?

## How do I share it?

It is crucial to prepare a distribution plan for your press release. Use a targeted

media contact list, like this one, or create your own. Send a concise, attention-grabbing email to these contacts and attach your Press Release with any images or other documents that may be useful. Make use of your School's social media and website to share the Press Release directly with your audience and the wider community.

# Structure

Click here  
for an  
example

## 1 Headline

The headline should be concise, attention-grabbing, and indicative of the main news or event being announced.

## 2 Introduction

The opening paragraph should provide a brief overview of the news or event, answering the who, what, when, where, why, and how. This section should immediately engage the reader and compel them to continue reading.

## 3 Body

The body of the press release should expand upon the information provided in the introduction. It should include relevant details, quotes from key individuals, and additional background information to provide context and support the main message.

## 4 Key Messages

Identify the main points you want to convey in your press release. These key messages should be clear, concise, and aligned with your school's goals and objectives.

[Your Name]  
[Your Title/Position]  
[Your School]  
[Website]

FOR IMMEDIATE RELEASE

[Date]

**[Headline]**

[Organization Name], is pleased to announce [...].

[Explain the announcement in more detail, include data, quotes or statements.]

[Key Point 1]

[Key Point 2]

[Key Point 3]

[Summarise the key points and inform the readers of any action points.]

[Contact details of spokesperson.]

About [Your School]:



# Using Social Media

## to promote your School





### 1. Identify your Audience

Consider who currently views your social media and who you hope to target. Ask yourself these questions.

- Who are they?
- What social media platforms do they use?
- What type of content do they enjoy?
- What other social media accounts do they follow? Can I take inspiration from them? Analyse your competitors, what works, what doesn't?

### 2. Consider what platforms you want to use.



Platform	Content Types	Demographics	Commonly-used KPIs
<p><b>Twitter</b></p> 	<ul style="list-style-type: none"> <li>• Short-form text (140 characters)</li> <li>• Images up to 16:9 px</li> <li>• Videos up to 2 minutes and 20 seconds</li> </ul>	<p>13-17: 6.6% of users.  18-24: 17.1% of users.  25-34: 38.5% of users.  35-49: 20.7% of users  50+: 17.1% users</p>	<ul style="list-style-type: none"> <li>• Follower Growth</li> <li>• Engagement</li> <li>• Reach</li> </ul>
<p><b>Instagram</b></p> 	<ul style="list-style-type: none"> <li>• Single Image Posts</li> <li>• Carousel Image Posts</li> <li>• Reels (up to 90 seconds)</li> <li>• Videos (3 minutes and 60 minutes)</li> <li>• Live Videos</li> <li>• Stories</li> </ul>	<p>13-17: 8%  18-24%: 30.8%  25-34: 30.3%  35-44: 15.7%  45-54: 8.4%  55-64: 4.3%  65+: 2.6%</p>	<ul style="list-style-type: none"> <li>• Reach and impressions</li> <li>• Follower growth</li> <li>• Views on Reels and Stories</li> <li>• Website referrals</li> </ul>
<p><b>Facebook</b></p> 	<ul style="list-style-type: none"> <li>• Text posts</li> <li>• Images</li> <li>• Videos (up to 240 minutes)</li> <li>• Live videos</li> <li>• Stories</li> <li>• Events</li> </ul>	<p>13-17: 4.9%  18-24: 22.6%  25-34: 29.6%  35-44: 19%  45-54%: 11.3%  55-64: 7.1%  65+: 5.6%</p>	<ul style="list-style-type: none"> <li>• Impressions</li> <li>• Reach</li> <li>• Follower growth</li> </ul>
<p><b>Tiktok</b></p> 	<ul style="list-style-type: none"> <li>• Short-form videos (15 seconds-3 minutes)</li> <li>• Image Carousels</li> </ul>	<p>10-19: 25%  20-29: 22.4%  30-39: 21.7%  40-49: 20.3%  50+: 11%</p>	<ul style="list-style-type: none"> <li>• Follower Growth</li> <li>• View count</li> <li>• Engagement</li> <li>• Profile views</li> </ul>

## 3. Conduct a Social Media Audit

If you have not already created social media accounts, skip this step. Review your social media performance using built-in insights or by conducting a social media audit. For example:

- A S.W.A.T analysis
- Compare a figure (followers, engagement, number of posts) with a previous time frame and set goals for each platform.

Based on the previous steps, outline goals or Key Performance Indicators (KPIs) For example:

- Number of posts
- Followers
- Comments, likes.
- Social media traffic to website

## 4. Set Your Goals

## 5. Make your content accessible

Creating more accessible content allows people with disabilities to engage with your content. Many of these things also make it easier for people who are not fluent in English to understand your content. Here are some tips:

- Add Alternative Text to images. Alt text is a short written description of an image for people who use screen readers and text to speech software. Find out more about how to add Alt Text on different platforms.
- Add captions on videos and stories.
- Use plain-English and avoid overly complicated or colloquial language.
- Make sure text is easy to read on images, that fonts are clear and that colour contrast is high.

# Resources

## Content Creation

### Canva

- A free or affordable alternative to software such as Photoshop.
- Easy-to-use for beginners.
- 1000s of templates and guides for use.



### Photoshop

- Paid Adobe software
- Best for experienced designers.

## Scheduling

### Later.com, Monday.com, Hubspot

- Schedule social media posts across platforms
- Create a social media calendar and plan future posts



## Stock Content

### Ireland Content Pool

- Resource created by Fáilte Ireland.
- Images for use online and in media by people in the tourism sector.

### Pixabay

- Stock images and videos for free use online.

