



Tips for Writing a Press Release

A press release is a great way of getting your message out. A well-written release shares all your key points and a contact for anyone needing more information. As we prepare for Befriending Week, here are our top tips for creating your own press release celebrating befriending.

Catch their interest

Journalists are busy people, and everyone wants to share their story. It's therefore important that your press release has a hook. Something that captures a journalist's attention and gives them a focal point to write their story around. When writing your press release, ask why it is newsworthy?

Create a captivating headline

A quick way to get a journalist's attention is a punchy headline for your press release. A dull headline means a dull story in a journalist's eyes. The trick is to keep your headline short and snappy, including the key message from the body of the text.

Answer the five Ws

Answer the five Ws within the first paragraph of your press release - Who, What, When, Where and Why. Don't forget to include a call to action, so people know how to get involved too. Keep your press release under 500 words in total.

The proof is in the pudding

A great way to illustrate the credibility and impact of your key message is by backing it up with examples or statistics. An example could be an appropriate case study. Read our *Guide to Writing a Case Study* document for more.

Make it simple

Give the journalist everything they need to write the story, including a photo and your contact details, in case they want to get in touch. Choose an image that clearly represents your press release's content and key message. And make sure you have all the necessary consents before sharing the image.

Invite a Journalist

If you're running a Befriending Week event, why not invite the journalist along? It will allow them first-hand experience of the event, which can lead to more engaging stories.

Check, Check and Check Once More

This one is simple. Proofread your press release before you send it. Make sure it sounds professional, has all the information you need it to include, and that there are no mistakes in it. It takes five minutes to check it over (or get someone else to), but that could increase the chance of it being used.