

BLACK FOXES UK MEDIA & PR SOP

Standard Operating Procedure (SOP)

Role: Media and PR Coordinator

Objective: To manage media relations, draft press releases, develop PR strategies, create content to boost brand awareness, liaise with media outlets, and collaborate with internal teams to align messaging across the organization.

1. Overview of Responsibilities

- **Core Tasks:**
 - Manage media relations and draft press releases.
 - Develop PR strategies to enhance visibility and engagement.
 - Create content to support brand awareness and campaigns.
 - Liaise with media outlets, influencers, and community groups.
 - Collaborate with internal teams (Policy, Fundraising, Social Media) to align messaging.
 - **Key Goal:** Increase media coverage, build brand awareness, and improve public engagement through strategic communication efforts.
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2. Media Relations and Press Releases

A. Managing Media Relations

- **Frequency:** Ongoing (2-3 hours per week for media outreach).
- **Tasks:**
 - Build and maintain relationships with journalists, bloggers, influencers, and other media contacts.
 - Respond to media inquiries and proactively pitch stories.
- **Process:**
 - Step 1: Create and update a media contact list with relevant outlets and individuals.
 - Step 2: Develop relationships by sharing tailored pitches, exclusive stories, or

interview opportunities.

- Step 3: Respond promptly to media inquiries, providing accurate and timely information.
- **Tools:**
 - Media databases (e.g., Cision, Muck Rack) for tracking media contacts.
 - Email templates for outreach.

B. Drafting Press Releases

- **Frequency:** As needed (depending on organizational news/events).
 - **Tasks:**
 - Write and distribute press releases for events, new initiatives, partnerships, and key announcements.
 - **Process:**
 - Step 1: Draft clear, concise press releases that follow industry standards (headline, body, quotes, etc.).
 - Step 2: Secure necessary approvals from management and relevant teams before release.
 - Step 3: Distribute to media outlets via email or PR distribution services.
 - Step 4: Follow up with key contacts to encourage coverage.
 - **Tools:**
 - Press release distribution platforms (e.g., PR Newswire, Business Wire).
 - Google Docs or Microsoft Word for drafting content.
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3. PR Strategy Development

A. Developing PR Strategies

- **Frequency:** Quarterly or in response to major campaigns.
- **Tasks:**
 - Create comprehensive PR plans to enhance visibility and engage target audiences.
 - **Align strategies with organizational goals, fundraising efforts, and media trends.**
- **Process:**
 - Step 1: Conduct market research to understand current public perception and media trends.

- Step 2: Identify target audiences and define key messaging for upcoming campaigns.
 - Step 3: Develop tactics for media outreach, events, and partnerships.
 - Step 4: Set measurable objectives (e.g., media placements, social media engagement) and monitor progress.
 - **Tools:**
 - PR planning templates, Google Docs, Excel for tracking goals and milestones.
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4. Content Creation and Campaign Support

A. Creating Content for Campaigns

- **Frequency:** Ongoing (3-4 hours/week dedicated to content creation).
 - **Tasks:**
 - Develop media kits, press materials, and promotional content (articles, blog posts, interviews) to support ongoing campaigns and initiatives.
 - **Process:**
 - Step 1: Collaborate with internal teams (Social Media, Fundraising, Policy) to gather necessary content.
 - Step 2: Write engaging, SEO-optimized content that aligns with campaign goals.
 - Step 3: Design or coordinate the creation of visuals, such as infographics or press kit materials.
 - Step 4: Distribute content across appropriate channels (website, social media, media outlets).
 - **Tools:**
 - Content management tools (e.g., WordPress, Canva for visuals).
 - Grammarly for editing and proofreading.
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5. Liaising with Media Outlets and Influencers

A. Liaising with Media Outlets

- **Frequency:** Ongoing (2 hours per week for outreach and communication).
- **Tasks:**
 - Build relationships with media professionals, schedule interviews, and ensure

coverage of key events.

- **Process:**
 - Step 1: Identify appropriate media outlets that align with the organization's goals.
 - Step 2: Pitch stories and follow up to confirm placement.
 - Step 3: Track media coverage and report on successes.

B. Engaging with Influencers and Community Groups

- **Frequency:** Monthly or as needed for specific campaigns.
 - **Tasks:**
 - Partner with influencers, community organizations, and ambassadors to boost reach and engagement.
 - **Process:**
 - Step 1: Identify potential influencers and community groups that resonate with your target audience.
 - Step 2: Create partnership proposals outlining the benefits of collaboration.
 - Step 3: Monitor partnerships and ensure mutual goals are met.
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6. Collaboration with Internal Teams

A. Collaborating with Policy, Fundraising, and Social Media Teams

- **Frequency:** Weekly meetings or bi-weekly check-ins (as required by projects).
- **Tasks:**
 - Ensure that PR strategies align with the organization's policy, fundraising, and social media messaging.
- **Process:**
 - Step 1: Meet regularly with relevant teams to align messaging for ongoing campaigns.
 - Step 2: Share media plans and solicit feedback on campaign direction and messaging.
 - Step 3: Adjust strategies as needed to ensure consistency across all communication platforms.
- **Tools:**
 - Microsoft Teams, Slack, or Zoom for collaboration and communication.
 - Google Drive or shared documents for cross-team sharing.

7. Reporting and Analytics

A. Tracking PR Metrics

- **Frequency:** Monthly.
- **Tasks:**
 - Track key PR metrics such as media mentions, press coverage, and audience engagement.
- **Process:**
 - Step 1: Use media monitoring tools to track coverage and gather data on mentions, shares, and sentiment.
 - Step 2: Analyze results and compare them to the set goals for each campaign.
 - Step 3: Adjust future strategies based on performance data.
- **Tools:**
 - Google Analytics, Mention, or BuzzSumo for media tracking and engagement metrics.

B. Reporting to Management

- **Frequency:** Monthly or after major campaigns.
- **Tasks:**
 - Prepare reports summarizing media coverage, PR results, and recommendations for future efforts.
- **Process:**
 - Provide a high-level summary of key successes (placements, engagement, etc.).
 - Offer recommendations for improvements or areas of opportunity.

8. Workflow Breakdown (Weekly Allocation)

- Media Relations & Press Releases: 2-3 hours/week.
- PR Strategy Development: 2 hours/week.
- Content Creation: 3-4 hours/week.
- Liaising with Media & Influencers: 2 hours/week.
- Collaboration with Teams: 2-3 hours/week.
- Reporting & Analytics: 1-2 hours/week.

Approval & Sign-Off

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