**Positive Media**

**Action Plan**

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Description automatically generatedThis Positive Media Action Plan is a framework crafted to help businesses navigate media situations with confidence. Offering valuable insights and proactive strategies, this plan emphasizes effective communication and reputation enhancement. While it serves as a resource, businesses are encouraged to customize the plan to suit their specific requirements and seek guidance from public relations and communication experts for a tailored approach.

Last updated February 2024

**Positive Media Action Plan**

* Assemble a dedicated team to identify opportunities for positive news, develop a strategy for highlighting positive news, and create an action plan for implementation.
* Craft a well-articulated press release or statement, that is less than two pages, and send to local media outlets. (if the press release is highlighting a specific event or activity, it is recommended to send the press release two-weeks in advance, and follow-up with a reminder 5-7 days prior to the event.)
* Proactively engage with the media, if the media contact the business for an interview, ensure there is one media contact identified to handle all interviews for accurate and consistent information. Additionally, be flexible and adjust as needed to the news schedule.
* Consider sharing the positive message with the business clients/customers. If the business has a storefront, consider a small sign at the check-out counter or door. Depending on the industry, consider sending an email to current clients to increase the positive perception circulating in the community.
* One may also consider branding elements such as adding the recognition/award to the website, email signatures, business cards, etc.

**Positive Social Media Action Plan**

* Adapt the press release/statement for shorter social media posts.
* Respond appropriately to reasonable comments and questions.
* Develop a hashtag.
* Initiate positive conversation.
* Post updates about the award/event.

**Local Media Contacts**

When utilizing this Positive Media Action Plan, consider proactively engaging local media contacts. This is not a comprehensive list and contact information may have changed since publication. Again, businesses are encouraged to tailor this list to their unique needs and consult with public relations and communication professionals for a personalized approach.

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**Chamber Member Resource**

Chamber Member businesses have the opportunity to request a communication response meeting with a public relations/communications professional. This complimentary service extends up to one, 60-minute meeting to assess the situation, provide valuable recommendations, and offer strategic insights. While the initial consultation is provided as a supportive measure, businesses are empowered to make informed decisions and take proactive steps towards managing their communication needs. It’s important to emphasize that while the Chamber facilitates this initial consultation, the ultimate success and outcomes lie within the business’s hands.