

Press tips

Great you're part of Takeover Day!

Here are some tips to help you make the most of the press opportunity

- **Small is often beautiful when it comes to getting press attention.** Think local and go for local papers, radio and other outlets. Local media won't only be more receptive but may also have a bigger local audience than a national media organisation.
- **Don't only think of media outlets to spread the word.** You can put up posters in a local supermarket. More people will read them than any newspaper. You can order free posters which you can customise yourself from takeoverday@kidsinmuseums.org.uk
- **Send out a press release**, but make it as targeted and human as possible. You can download our template press release from our [website](#).
- **Don't forget blogs.** Parent bloggers are very good at spreading the word about events. Perhaps the parents of some of the children taking part have blogs?
- **Cultivate good relationships with named people in the press and in social media.** It's far more effective to send an email to a named individual who you've had contact with than an info@address. Get the name of someone and try and speak to them personally.
- **The best people to speak for you and give quotes are not staff but your users.** Get the young people taking part in your event to give you some quotes. They can do this in advance for your press release. Better still – they could write the press release!
- **Use Twitter to spread the word.** It's very simple and effective. Let Kids in Museums know what you're doing by tweeting [@takeovermuseums](#) and we can RT. Don't forget to include the hashtag [#takeoverday](#).
- **Make sure you have all the necessary permissions** for taking photos of children and young people before the day. Take lots of photos. After the day, offer the best ones to the press.