



## World Standards Day – A guide to developing a media plan

### 7 steps to engage with the Media

Would you like to engage your national media to increase understanding of standardization and how it contributes to the Sustainable Development Goals? This guide **strategy** offers step by step advice to help you develop a simple media strategy that considers your goals and objectives, target audiences, journalists and media outlets.

TIP - Identify a spokesperson for your organization so the journalists know who to contact when they have requests.

#### Step 1 - Define your objectives

Think about what you are trying to accomplish with your media engagement. For example, your objective could be to **raise awareness about standards** on a specific area where you already have other strategic projects, to increase attendance or visibility of a national event on World Standards Day or to engage new experts in standards development.

TIP – Think about other strategic goals of your organization. For example, if you have other key projects looking to promote climate standards, you may want to focus your communications around Goal 13.



Or you may want to **highlight specific issues** and show how standards implementation could help governments or industries to address those challenges.

### **Step 2 - Identify your key target audiences**

Who do you want to talk to? The general public, governments, industry, manufacturers?

It's important to differentiate between different types of audiences, as this will impact your choice of message, type of media and media outlet. For example, social media channels like Tik Tok can help you engage teens and young adults, while local news channels or newspapers might be more relevant for government representatives.

### **Step 3 - Tailor your key messages**

Define which topics you want to highlight, and which messages to deliver to your defined audiences with the following tips:

- Adapt your **language**. When speaking to the general public you may want to use everyday language, while when speaking to industry you may use different pitch and technical terms.
- Add **background information** like facts and refer to simple statistics to increase understanding
- Limit the number of **key messages** in each communication
- Provide **concise and clear written or visual** information via press releases, opinion pieces, story pitches and/or press briefing information packs
- Give your message a **human face** and include a quote from the CEO or experts.



#### **Step 4 - Identify the type of media you want to reach**

The selection of type of media should be based on what is typically used by the target audience: print, television, radio and/or social media.

#### **Step 5 - Identify specific journalists and media outlets**

Target journalists who usually write on your topic to draw his/her attention.

#### **Step 6 - Contact journalists**

When contacting journalists, make sure that the link between their area of interest and your pitch is clear. Focus on impact rather than promoting specific standards, for example, standards that can make us more resilient to be ready for future pandemics, or to meet our climate goals.

#### **Step 7 - Follow up**

Follow up on the information you provided or on journalists' requests.

Having regular contacts with the press is a good way of creating awareness on specific topics and issues and explaining the role standards play in this area.



Check out our [factsheets](#) on standards, and download the [Campaign toolkit](#) for easy messages you can tailor to your needs.

**To know more:** [www.worldstandardsday.org](http://www.worldstandardsday.org)