



# Media Skills

Tasneem  
Siddiqi

IF YOU JUST COMMUNICATE,  
YOU CAN GET BY. BUT IF YOU  
COMMUNICATE SKILLFULLY,  
YOU CAN WORK MIRACLES.  
(JIM ROHN)



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# What makes an interesting news story?

**Topical/Trending/Trends**

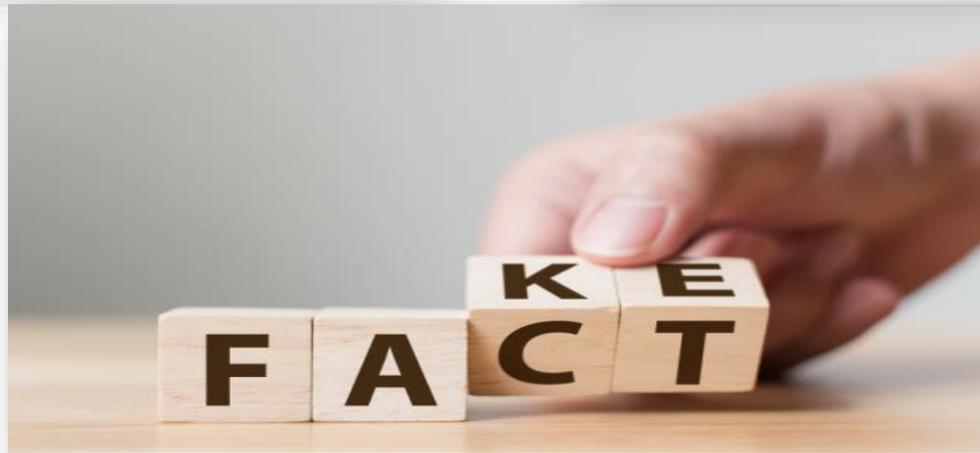
**Relevant**

**Unusual**

**Tension**

**Human**

# FAKE NEWS



# FB has one billion active users 43% of Americans check news on it



## ◆ *Facebook News Feed (2018)*

Prioritise family & friends content

◆ Blue badge –post is authentic

◆ Click-Gap - If a post has too many clicks, or has sensational/ abusive language – it's ranked lower, so less people see it.



# Instagram Rules

*'Tories are taught how to act human'*

## DO

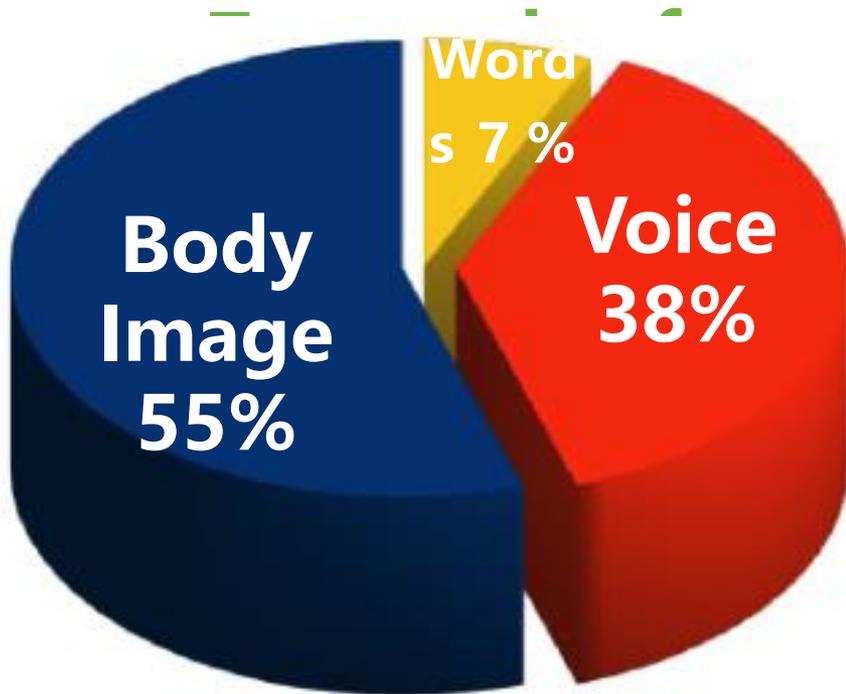
- Pose with people
- Offer unique/playful content
- Show 'work being planned'
- Personal stories
- Show issues you care about
- Use your own images + Emogis
- Use common hashtags
- Post consistently –peak times (eve)
- Ask questions and engage
- Use behind the scenes content

## DONT

- Post one picture of you or a person
- Post a list of press releases
- Don't post anything that doesn't feel real
- Over post!
- Post automatic comments
- Post irrelevant content for the sake of engagement

# First Impressions

We are judged in the first



# BRIDGING



# BUSINESS on BREAKFAST

06:49

**Any Questions?**