Public Relations Toolkit: Overview

In Find It. Be It., you have a great story to tell, as a college public information officer. We want to make it easier to tell that story. We've put together a public relations toolkit with customizable templates that allow you to share with local media regional campaign information, as well as information about career education offerings at your college. Just download the files and get started in making it your own. We have noted within each document which areas are customizable.

Here's what is in the Find It. Be It. PR Toolkit:

Campaign News Release
This news release gives you the basics you need to let your local media know about the Find It. Be It. campaign - all you have to do is add campus-specific information about program offerings and comments from the appropriate campus official, where indicated. The campaign news release will launch in January 2019. **Click here to download**.

Campaign Fact Sheet
Attach this fact sheet with your email pitch to local media - it provides a quick overview of the campaign presented in a different way - or share it at campus events or with community stakeholders to introduce them to Find It. Be It. **Click here to download**.

Campaign News Advisory
Use this template to keep the Find It. Be It. momentum going well past the campaign launch. Announcing a new career education partnership with a local employer? Use this template to notify media of a related event. It also can be used to announce enrollment periods, giving you another opportunity to highlight your career education programs, or to alert media to an upcoming career education fair or event.
Click here to download.

Also Check out the Social Media Toolkit
Spread the word about Find It. Be It. through your social channels. Two social media banks include campaign-related posts for Facebook and Twitter, as well as program-specific posts to promote your school's programs. We've taken the bulk of the work off your plate; all you have to do is add any additional hashtags and schedule them!