



# ***Maryland State Council*** ***Fall Meeting***

## **Public Relations and Publicity**

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# Public Relations And Publicity



## Introduction

- Sometimes it seems that the outstanding work we do as Knights for our Church and community is our best-kept secret.
- That's unfortunate, because these works would attract qualified men to join our Order and increase our ability to do good for others.
- Public Relations can be a very useful communications tool in letting people know what the Knights of Columbus is about and the good works that our members do.



# Public Relations And Publicity



## Councils should use publicity for two main purposes

1. To announce forthcoming events in order to ensure full participation by members and the public, and
2. To inform members and the public about the accomplishments of the council and the Order.

A promotional graphic for a live event. The background is dark blue. At the top, the words 'WATCH LIVE' are written in large, bold, white capital letters. Below this, the text 'The Newest Documentary on Our Founder' is written in a smaller, gold font, followed by 'Father Michael McGivney: An American Blessed' in a white font. The event schedule is listed in white text: 'On Facebook and YouTube', 'August 30 at 6 p.m.', 'September 26 at 8 p.m.', and 'October 25 at 8 p.m.'. Below the schedule are the YouTube and Facebook logos. At the bottom left, there is a small circular portrait of a man. In the center, there is a K of C logo. On the right side, there is a large, oval-shaped portrait of a man in a black clerical suit, identified as Father Michael McGivney.



# Social Media A Powerful Tool



## Media Categories

- Media outlets fall into three major groups: web-based/social media, print and broadcast.
- All should be used to prudently and effectively target information about your local activities in a manner that advances the goals and Catholic identity of the Knights of Columbus.
- Web-based or “Social Media” includes, but is not limited to, mobile communications such as text messaging, the internet, and networking apps and websites.
- Examples include:





# Social Media A Powerful Tool



## Social Media Usage

- According to the U.S. Conference of Catholic Bishops, “social media can be powerful tools for strengthening community, although social media interaction should not be viewed as a substitute for face-to-face gatherings....”
- We encourage councils to employ social media tools in a prudent and effective manner that advances the goals and Catholic identity of the Knights of Columbus.





# How to Recognize A News Story



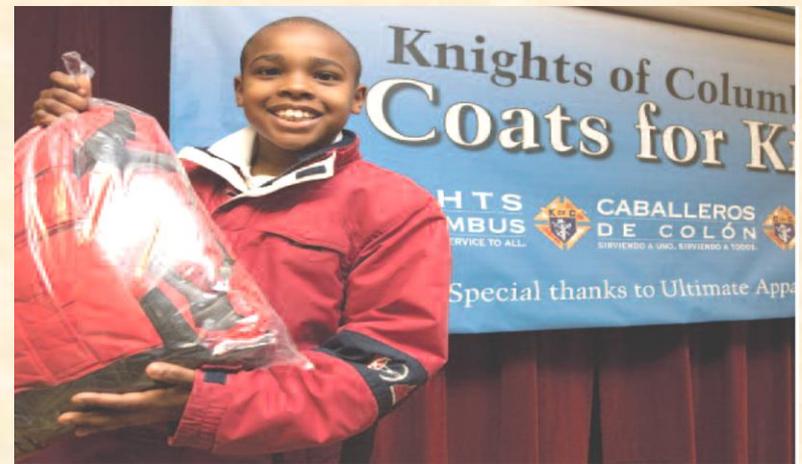
- Charitable Activities
- Awards Presentations
- Recruitment/New Members
- Basketball Free Throw
- Senior Citizens Programs
- RSVP
- New Officers
- Fundraising Projects
- March for Life
- Blood Drives
- Scholarship Winners
- Food Drives/Distribution
- Military Assistance Programs
- Family/Knight of the Year
- Knight of the Year
- Major Anniversaries
- Little Sisters of the Poor
- Almost anything that is superlative. . .



# Tips for Better Photographs



This photo has much less K of C council branding on the knight's shirt and in the background, leaving it unclear what organization he is representing or what the event is about.



This better photo shows clear signage and branding on the background banner, identifying what the event is and that it's a Knights of Columbus-sponsored event.



# Social Media Etiquette Tips



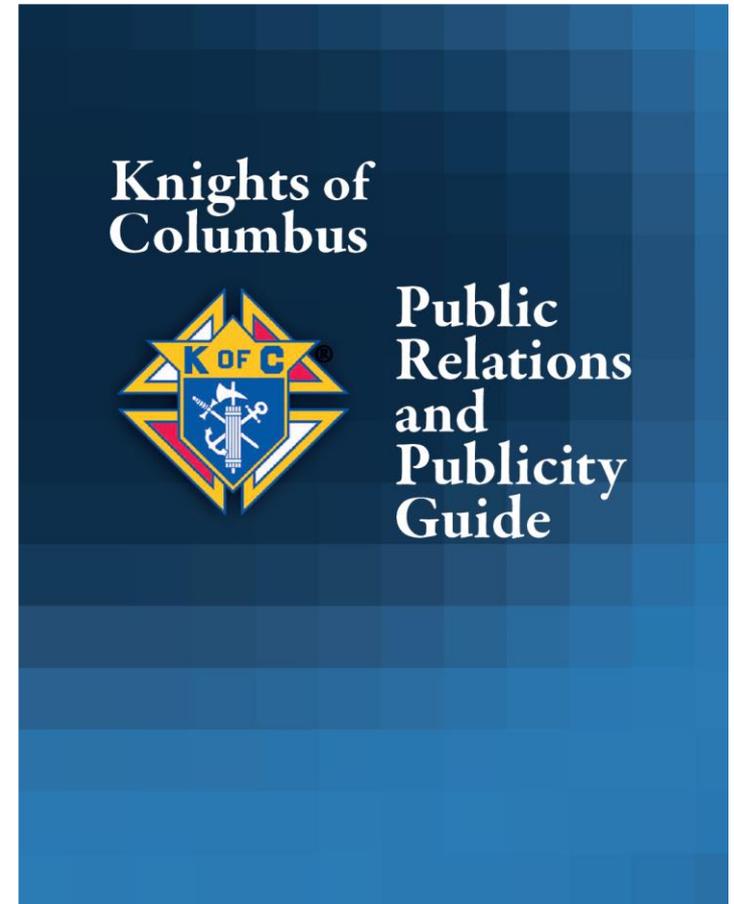
- Don't Mix Business and Pleasure
- Use Caution Posting and Tagging Photos
- Be Self-Centered in Small Doses
- Understand That Your Sense of Humor Isn't Universal
- Don't Be Reactive
- Avoid Over-Sharing
- It is NOT a Political Platform
- Share the Good News



# Resources



- Council Websites
- MD State Council Website
- State Newsletter
- Council Resources
- Supreme Resources
- PR and Publicity Guide





# Q & A



❖ ***QUESTIONS***

❖ ***COMMENTS***

