



WEEKWITHOUTDRIVING

weekwithoutdriving.org

Media Tip Sheet

Engaging Local Media

- **BUILD RELATIONSHIPS:** Regularly connect with reporters covering transportation and related issues. It helps to have direct contact, such as cell numbers so you can text reporters, as emails can get overlooked.
- **LEVERAGE EXISTING STORIES:** Share successful past stories from your community and tie it with your work with Week Without Driving.
- **PITCH DATA DRIVEN STORIES:** Provide reporters with robust data about the community and why Week Without Driving would be a compelling story to tell.
- **TIMING:** Email journalists over the weekend, and provide pitches for weekday stories.
- **PREPARATION:** Offer a [detailed pitch of the story](#). Describe what the scene would look like, the camera direction of the camera, and you can even prepare a script.

Engaging Social Media

- **Partner** with local advocates, influencers in your community and organizations to do joint social media posts. You will reach a broader audience.
- In **rural communities**, host a hybrid meeting that can be virtual on Facebook to discuss Week Without Driving in your community and gather input from community members.
- Use **livestreams** to showcase the event you are hosting and to engage with elected officials and community members who may not be able to attend.
- Encourage decision makers, especially elected leaders, to post and share their **experiences** during Week Without Driving. Let them know this can include photos, videos, blogs and other testimonials.
- Use story polls to gauge public opinion about a **topic** you are working on in connection with Week Without Driving.
- Feature **nondrivers** and community members for authentic story telling.
- Don't just post content, try to engage with your audience by responding to their comments, asking questions and **reposting** similar videos.
- Be **authentic** and share genuine stories from the community so that others can connect with real experiences.
- **Design** posts that are easy to share, such as quotes or videos from nondrivers.
- Use the **#WeekWithoutDriving** hashtag and check out other relevant content that may be near you.