

**WOMEN
SPEAK
OUT!**

Media Resource Pack



Women Speak Out was a three-year project funded by Comic Relief and aimed to empower women to speak out and tell their stories of disadvantage and inequality through video. The women we filmed received media training to gain confidence in public speaking, and to build their skills in dealing with and speaking to the media about their experiences. Working on this project has highlighted the need for women's organisations (including the Women's Resource Centre) to develop their skills and understanding of strategic communications, social media, digital technology and how to work with the media.

Fortunately, there is a growing body of resources available to organisations and individuals to help build these skills. Below you will find information and links to a variety of guides, articles and toolkits to help you deal with everything from running campaigns using social media to how to compile a press release.

Equality and Diversity Forum

EDF lead a strategic communications programme on human rights and social justice. Based on extensive research they have produced a guide communicating human rights to a wider audience <http://www.equally-ours.org.uk/blog/wp-content/uploads/2014/10/A-practical-guide-to-communicating-human-rights-FINAL.pdf>

nfpSynergy

nfpSynergy survey journalists twice a year, asking which charities have impressed them, how charities can get their stories into the media, the best ways for charities to contact journalists, and much more and have produced their top ten media tips for charities <https://nfpsynergy.net/getting-message-across-top-ten-media-tips-charities-journalists>

Superhighways ICT Project

Superhighways is based at Kingston Voluntary Action and provides ICT (Information and Communication Technologies) support and development services to the voluntary and community sector - not just in Kingston, but across the whole of London. They have produced resources on everything from using digital tools to promote your organisation to how to use twitter for beginners <http://www.superhighways.org.uk/>

NCVO

NCVO work with voluntary and community organizations and have 13,000 member organisations. They provide expert support and advice at a range of issues affecting the sector. They have produced numerous guides around campaigning, developing and managing social media and how the media works <https://knowhownonprofit.org/campaigns/communications/how-the-media-works>

<https://www.ncvo.org.uk/about-us/media-centre/constructive-voices-for-charities>

<https://knowhownonprofit.org/how-to/how-to-manage-social-media>

<https://blog.bufferapp.com/schedule-social-media-content-plan>

<https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>

<https://knowhownonprofit.org/how-to/how-to-run-a-campaign-using-social-media>

Social Misfits

Social Misfits are a social media agency working with charities and social enterprises and aim to help organisations think strategically about their digital presence. They have produced free guides on dealing with online harassment, fundraising on social media and how you can amplify your message using social media influencers

<https://www.socialmisfitsmedia.com/>

Skills Platform

The Skills Platform specialises in helping to find Health and charity training, listing only accredited and quality providers for you to work with. They have produced a free Charity Social Media Toolkit

<https://www.skillsplatform.org/charitysocialmediatoolkit/>

Who? Communications

Who? Communications is a public relations and communications consultancy and work charities, membership organisations and think-tanks in the UK. They have two free guides to crisis management and compiling a press release

<http://www.whocommunications.co.uk/skills-guide-crisis-management.html>

<http://www.whocommunications.co.uk/skills-guide-press-release.html>

Charity Comms

Charity Comms is membership organization for communication experts working in the charity sector. They have a useful top tips guide to manage a social media crisis. Their askcharity service is designed to help journalists and charities work together

<https://www.charitycomms.org.uk/five-tips-to-manage-a-social-media-crisis>

<https://askcharity.charitycomms.org.uk/askcharity>

Lightful

Lightful are a digital consultancy working with charities with non profits and have produced a free infographic in how to deal with online harassment

<https://www.lightful.com/blog/social-media/dealing-online-harassment-charities-non-profits/>

To contact the Women's Resource Centre:

Call us: 020 7697 3450

E-mail us: info@wrc.org.uk

Find useful information on our website: www.thewomensresourcecentre.org.uk

Follow us on twitter: [@whywomen](https://twitter.com/whywomen)

Like us on Facebook: www.facebook.com/whywomen