

Media Team

2nd February 2019

We had an excellent session on ways to improve our use of media to get our message out. This is something which would make a massive difference to the work we can do and the influence we can have. Many of these ideas are things which people can take on at home so are ideally suited to people for whom the journey to Dumfries is difficult. I've put some comments of my own in italics.

One of the most basic things you can do, and one of the easiest is to look for our posts on Facebook and like, share, or comment on them. That makes a big difference to how many people can see anything we put out!

Please, if you can help with any of the ideas shown below do get in touch (jrubinstein@mool.scot)

Possible activities

Website – finding the time to update this is surprisingly hard – *we need people to update it regularly – archiving old events – reporting on recent ones. Please, if you're familiar with website design (wordpress) and would be willing to look at and re-organise our site, even better if you're willing to take on it's maintenance on a regular basis. Please email me (jrubinstein@mool.scot)*

Social Media – It's been pointed out that we should be posting far more regularly. One suggestion was twice daily. *Please, if you've got ideas for posts, do get in touch. Even better if you're an expert, could you advise us/moderate content for us? (jrubinstein@mool.scot)*

Newsletter – internal update to volunteers – *I can't tell you how grateful I am to Cath Ingram who has offered to edit this! We need people to send in articles to mamacath@me.com . They could be reports on MOOL activities, profiles of volunteers, ideas for events, relevant external information, almost anything! If you've got something to contribute please send it to Cath!*

List of activities – also to volunteers – *We need to find a variety of places to put this information out in a simple form. Events on Facebook work well, and we should look to put a space on the website to post as well.*

Presentation – for use in schools and fundraising talks *I'm hoping to put this together soon.*

Press releases and reports – e.g. volunteer experiences and user experiences *Does anyone have experience of writing press releases who might be interested in putting them together for us?*

Public Face of MOOL – Personalising MOOL, *could you put together a personal profile, telling us a little bit about yourself, the ways in which you are volunteering with MOOL (and maybe other people) and any impact the work has had on your life? It would be wonderful to put it into the newsletter and can really make a difference!*

Reaching younger people – moving images, partnership with specific schools, possible D of E Awards stuff