



NAAF COMMUNICATIONS

# USING MEDIA FOR YOUR GRANT PROJECT

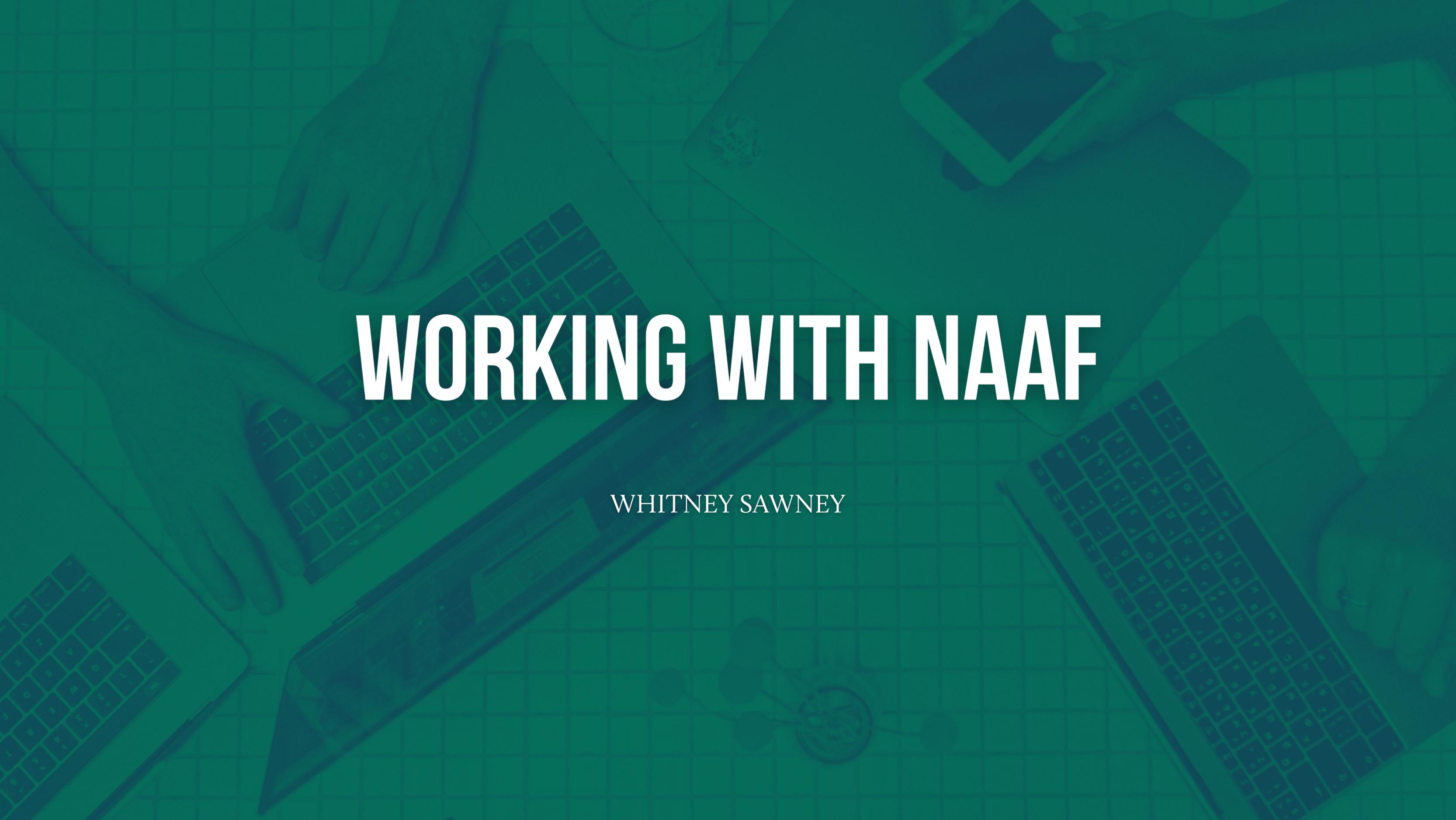
How to use media to effectively highlight your project



# THIS PRESENTATION COVERS:

## Points for discussion:

- Working with NAAF
- Press Outreach
- Social Media
- Podcast
- Questions



# WORKING WITH NAAF

WHITNEY SAWNEY

# OPPORTUNITIES FOR GRANTEE STORYTELLING



# Opportunities for Grantee Storytelling

**We want to highlight you and the work you are doing on the ground.**

## NAAF Newsletter "Grantee Corner"

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Feature your grant project in the NAAF email newsletter. How?

- Tag @NativeAgFund on social media
- Direct Message - send your posts
- Email [media@NativeAmericanAgricultureFund.org](mailto:media@NativeAmericanAgricultureFund.org)

## Shares on Social Media Platforms

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Make sure you are following and tagging @NativeAgFund:

- Twitter
- Instagram
- Facebook
- LinkedIn
- YouTube

## NAAF Website - Grantee Webpages

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NAAF comms is building out individual grantee webpages that feature project work such as videos, success stories, resources, data visualization, blog posts, media stories



# STEPS INVOLVED

## Step 1

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**Email POC  
inbox**

- Tribes@
- 501@
- CDFI@
- Edu@

## Step 2

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**Complete  
submission form**

Refer to link shared in  
Welcome Packet

## Step 3

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**Tag on social  
media**

@NativeAgFund

## Step 4

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**Use our media  
release form as  
template**

This can be found in  
your individual **Box.com**  
account

## Step 5

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**Share on all  
outlets**

The background is a teal-colored image featuring a close-up of a person's hands typing on a laptop keyboard. Overlaid on the image are several semi-transparent circular icons representing social media actions: thumbs-up (likes), hearts (likes), and speech bubbles (comments).

# **MEDIA RELEASE TEMPLATE**

# PRESS OUTREACH

WHITNEY SAWNEY & GABRIELLE BUDDER

# OP-EDS



# Length of Op-Ed

- 1 page, 750 and 800 words
  - Condense information down relevant to your target audience
  - Make sure it has a defined purpose and the reader understand the point of view you have of the topic.
  - The topic is usually stated in the first paragraph.
  - The ending should be the **most memorable detail** and it should reiterate your stance on the topic.

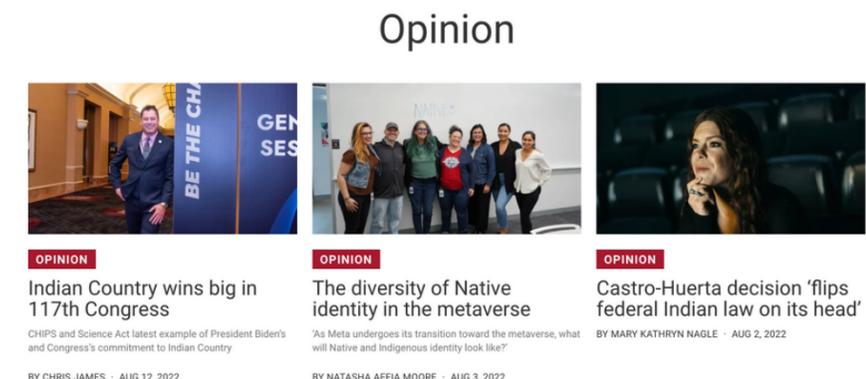
# Catchy Titles (examples)

A catchy title will be concise, easy to read, and help the reader understand what the article is about.

- Healing is a journey, not a destination
- Pacific Northwest court case endangers tribal rights nationwide
- Indian Country wins big in 117th Congress

# Use Photos

Connect with your audience via visuals. Most audiences today want to see something when they read about it.



A top-down view of a person's hands typing on a silver laptop keyboard. The person is wearing a light-colored, long-sleeved shirt. To the right of the keyboard is a white ceramic coffee cup. The desk surface is light-colored with a speckled pattern. The entire image is overlaid with a semi-transparent green filter. The text "BLOG POSTS" is centered in the middle of the image in a bold, white, sans-serif font.

# BLOG POSTS

# Search Engine Optimization

A blog will help bring an audience to your website, and connect you with your audience.

- SEO is used to generate google searches
- It connects your audience to the personal stories behind the product/project.

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# Catchy Titles (examples)

A catchy title for a blog slightly differs from an op-ed mainly through the focus. For a blog think of what kind of atmosphere are you trying to develop with your brand.

- The End of a Michigan Law Allowing Scientists to Dig Up “Aboriginal Inhabitants” - Turtle Talk
- Every Person Living In The Northwest Should Know This History - Project 562
- The Past, Present, and Future of the Navajo Nation - Native Hope

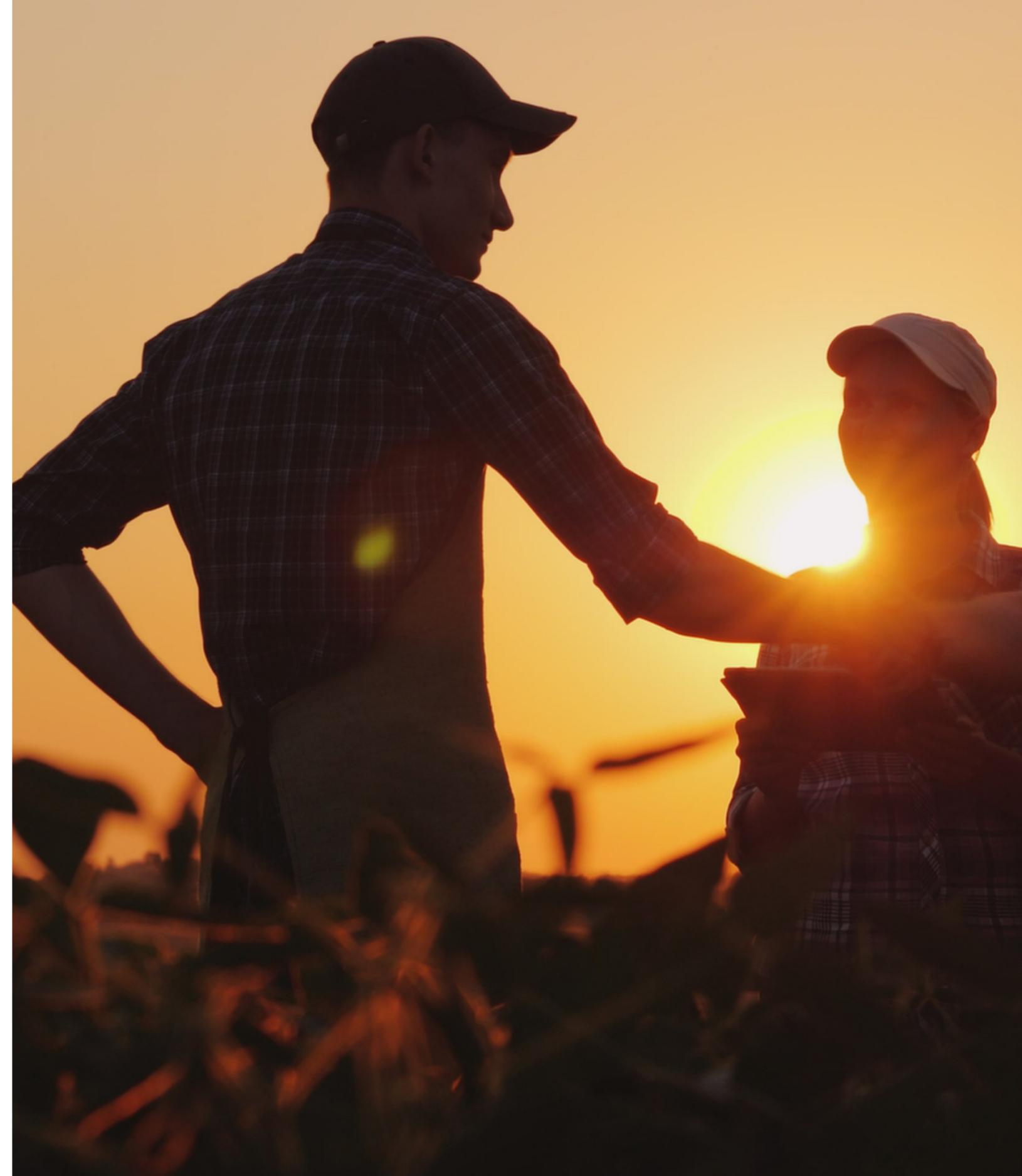
# CONNECTING INTERVIEWS



# Connecting Interviews

Press connections with multiple orgs -  
invite partner orgs to connect with  
reporters you speak with

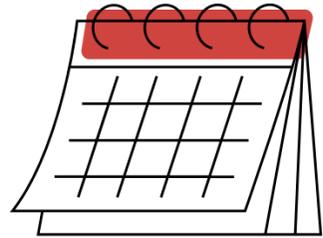
NAAF will also reach out with media  
inquiry opportunities



# PRESS RELEASES



# TIPS FOR PRESS RELEASES



## Step 1

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### Beginning of the week/day

Think about major news cycles.

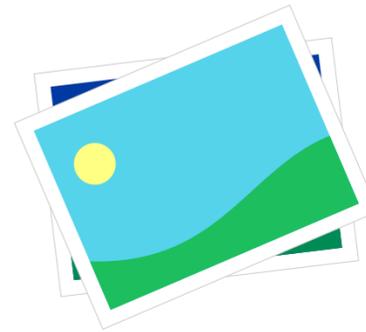


## Step 2

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### Consider length

Keep to one page, about 450 words.

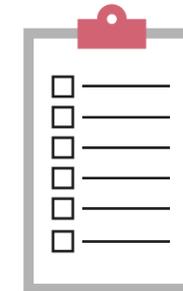


## Step 3

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### Include

Photos, point of contact, additional links, boiler plate language, social media handles

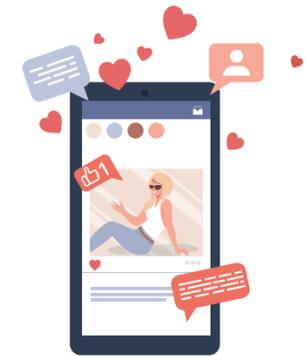


## Step 4

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### Build a press contact list

Local, regional, tribal, radio stations, podcasts



## Step 5

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### Mirror PR on social media

Create a social media post based off of your press release

# SOCIAL MEDIA

SAMANTHA BELOTE

Design anything.  
Publish anywhere.

Work or play, Canva is loved by  
beginners and experts, teams and  
individuals.

# FOLLOW US



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# TIPS FOR USING SOCIAL MEDIA

## Step 1

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**Use high quality images.**

Scheduling a photo session to capture content is helpful.

## Step 2

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**Use relevant hashtags.**

Know what hashtags relate to your industry and your project, keep the list of hashtags accessible.

## Step 3

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**Be active on all platforms.**

Be harmonious with your efforts. Take time to post and engage on multiple social media apps

## Step 4

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**Plan out your social media posts.**

Whether its posting everyday or every other day, make a calendar and try to stick to it

## Step 5

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**Mix it up.**

Posting can be a healthy balance of: educational, project updates, spotlights, etc.

# What you should be doing

**Social media is a beast, make sure you are at least doing these things**

## Video, Video, Video

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- Remember to shoot vertical for Instagram Reels, Facebook Meta, TikTok
- “Document, don’t create.”
- “Done is better than perfect.”

## Consistency is Key

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- Build your audience
- Use hashtags (Visit “Instagram tags” website to view the top industry related hashtags)

## Optimize Your Profiles

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- Include a link to your website
- LinkTree (free resource to add links to Instagram)
- Using links in your Instagram stories
- Use emojis in your profile bios



## Keep a Content Idea List

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- Holidays and observances
- A day in the life - Turn this into a series
- Behind the scenes
- Share positive stories or media stories
- Tutorials
- Take a poll
- Use the question feature --> engage your audience, leads to content produced by audience
- Educate about your project
- Share a cultural story (when appropriate)
- Interview a producer
- Repurpose your content – repost older content, take longer form content and chop it up
- Social media takeovers (Example: invite a producer you are working with as a guest to post on your social channels)



## Social Media Captions

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- Tell a story
- Start with a hook – deliver value in the first sentence
- Ask questions
- Organize your captions (using bullet points, emojis, make it easier for the audience to read)
- Include a call to action
- Remember character limit on Twitter



## Engage With Your Community

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- Reply to comments
- You cannot just post, you need to engage to build community
- Use hashtags
- Follow industry people, partner orgs (share their posts when appropriate)
- Social media demographic pointers-
- Which programs are on



# PODCAST

GABRIELLE BUDDER

# NAAF Podcast Coming in 2023

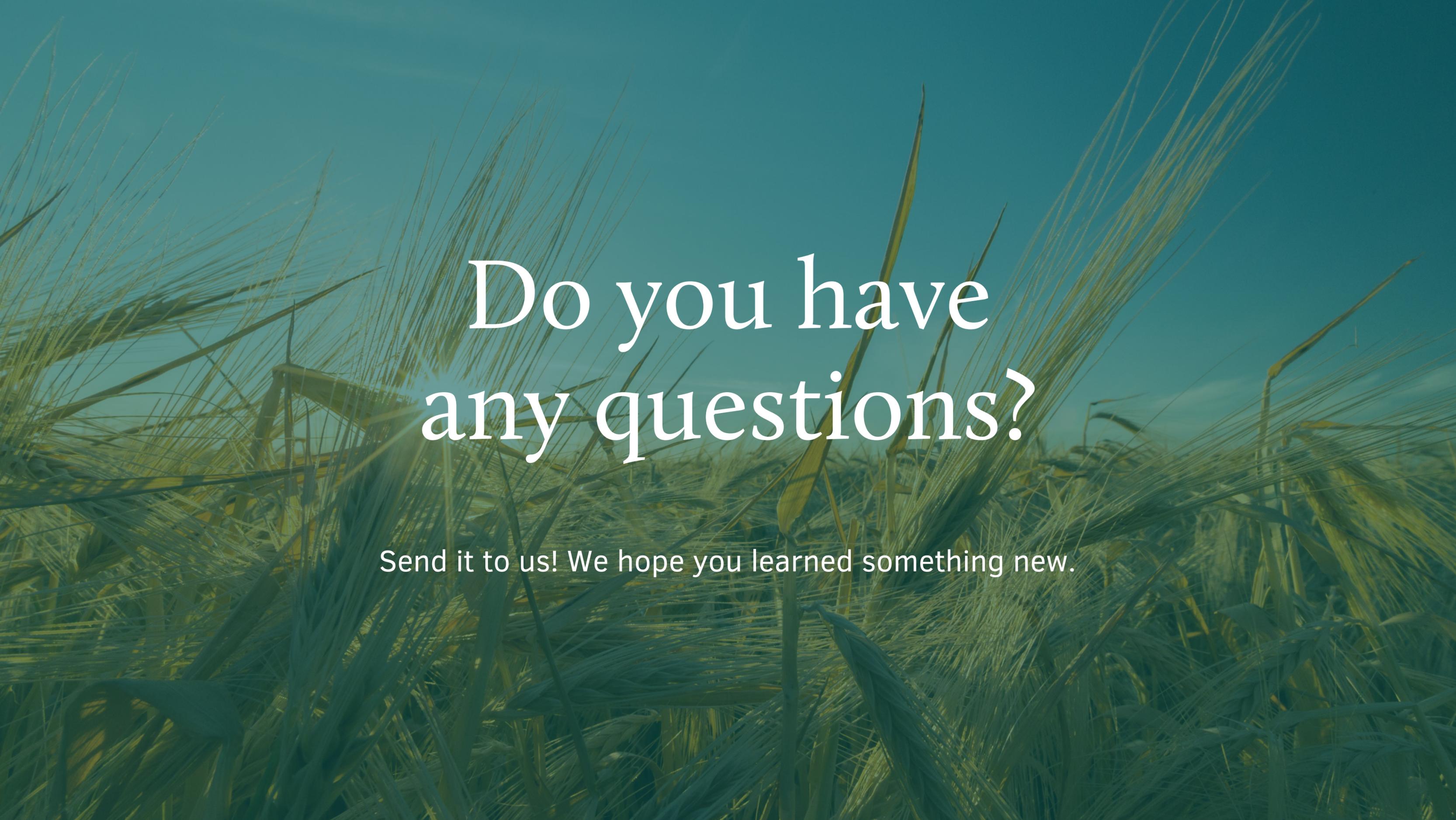
[Call for Topic Submissions!](#)

Email:  
[media@NativeAmericanAgricultureFund.org](mailto:media@NativeAmericanAgricultureFund.org)  
to submit a topic idea for the podcast!

## Example Topics

- Food Sovereignty for your tribe,
- The effects of climate change in your hometown,
- Why is it important for future generations of Native farmers to carry on traditional agriculture?



A field of tall, golden-brown grasses, possibly rice, is shown against a teal background. The grasses are in the foreground and middle ground, with some blades reaching towards the top of the frame. The overall tone is a mix of natural and artificial colors.

Do you have  
any questions?

Send it to us! We hope you learned something new.

# CONTACT US

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