



PUBLIC RELATIONS

EFFECTIVE, AUTHENTIC COMMUNICATION

BENEFITS

A media kit is a promotional public relations tool which packages basic information about you or your organisation.

It positions you as an expert in your field by showcasing your expertise, accolades and profile.

Your media kit will also save you time, by eliminating the need to repeatedly answer the same questions.

USES

You can send your media kit to reporters when pitching a story, or prior to appearing on a show.

It can be shared with those who are considering booking you as a speaker.

You can also use your media kit to promote a launch of a new company or brand, or the launch of a new product or service.



**“IF YOU DON'T LIKE THE NEWS,
GO OUT AND MAKE SOME
OF YOUR OWN.”**



WES NISKER



CREATING YOUR MEDIA KIT

At its most basic, your media kit should provide relevant information to anyone seeking to interview you. Here are the fundamental elements that you should include:

TM

Your branding

Be consistent. Use your logo, colours, font and imagery that you use across your channels. Apps such as Canva enable you to replicate your branding pantone colours.

Visit [Canva.com](https://www.canva.com) and type 'media kit' into the search bar for free templates which you can tailor to your needs.



Name (yours and your organisation's) and title

Use the name that you would prefer to be addressed by.



Your photo

If you haven't invested in a professional headshot - highly recommended - then ask somebody to take a close, clear photo of your head and upper torso in bright, natural light, against a suitable backdrop.



Your bio

Include a couple of short paragraphs which summarise your background and credentials. You may wish to add one interesting or fun point which can be used when you are introduced by the host.



Your areas of expertise

Note up to three specialisms or themes of your talks/writing.



Your social media stats

In addition to your website URL, share your social media links and stats e.g. number of followers, audience reach.

If you are sending your media kit to journalists, tailor it to the publication e.g. region, sector, target demographic.

They are busy and will want to see the most important details at a glance. Your media release should include quotes from the person who is available for interview.

See our Cheat Sheet on Press Releases to learn more.



WE ALL HAVE PERSONAL BRANDS AND MOST OF US HAVE ALREADY LEFT A DIGITAL FOOTPRINT, WHETHER WE LIKE IT OR NOT. PROPER SOCIAL MEDIA USE HIGHLIGHTS YOUR STRENGTHS... USE IT WISELY.



Amy Jo Martin