



IDENTITY THEFT OUTREACH TOOLKIT

Host a Protect Your Identity Event

TO-DO LIST

STEP 3: PROMOTING YOUR EVENT

Develop a plan to promote your event. Involve the local media, from your community newspaper, radio and television stations and their websites to bloggers and newsletters of local schools, churches, and businesses.

ACTION	TIPS
Select a target audience	<input type="checkbox"/> Decide who you want to reach: The general public, businesses, financial planners, teachers, your employees, local officials, older people, parents?
Develop a media list	<input type="checkbox"/> Include local newspapers, and radio, television and community access cable stations. <input type="checkbox"/> Add reporters' names, phone, email, and postal address for each outlet. You're more likely to get a response if you reach out to a particular person.
Find the local angle	<input type="checkbox"/> Go to ftc.gov/sentinel for the latest figures on the prevalence of identity theft in your area.
Identify a spokesperson	Your spokesperson: <input type="checkbox"/> will handle interviews with the media (for example, a law enforcement officer or an elected official); and <input type="checkbox"/> should be able to talk knowledgeably about the importance of identity protection and identity theft.
Contact local newspapers, magazines, radio and TV reporters	<input type="checkbox"/> Suggest story ideas about identity theft. <input type="checkbox"/> Invite the contacts to attend your event.



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Get social

- Reach out to bloggers and your social networks. Invite them to your event, share tips, ask them link to the content, videos, and web buttons at ftc.gov/idtheft. Tell them they can order free copies at bulkorder.ftc.gov.
- Write a blog post about your event.
- Contact bloggers who are talking about identity theft, personal finance, or privacy.
- Update your status with tips. Post a link to *Identity Theft: What To Know, What to Do* on your profile.
- Follow identity theft, personal finance, or privacy discussions on Twitter. Share tips and links to the resources.
- Host a social chat to promote your event. See what features are available for the social networks you use. For instance, set up a hashtag on Twitter to promote your event and a discussion of identity theft issues.
- Publicize the chat. Post a notice on your social networks and email contacts. *[Leader of your organization]* will discuss identity protection and identity theft and answer questions online from *[time]* Follow *[your organization's Twitter handle]* on Twitter and ask questions using the hashtag *[Set up hashtag for discussions on Twitter.]* Or, post your questions at *[your organization]'s* Facebook page.