

TIYYA'S 3 TIPS

CHANGING THE NARRATIVE AROUND PEOPLE IN NEED

TIP 1: PARTNERSHIP

WORK IN PARTNERSHIP WITH COMMUNITIES YOU SERVE.

- Find ways to give constituents ownership on projects by creating a culture of co-creation in your agency.
- Allow constituents to be a part of the decision making.

TIP 2: 5 TO 1

SHARE 5 GOOD NEWS FOR YOUR AUDIENCE & 1 CALL TO ACTION

- 5:1 ratio / keep your audience uplifted to continue supporting your mission. by sharing 5 good updates alongside 1 urgent call to action.
- Make sure to re-energize your audience during times of negative media.

TIP 3: IMAGES

ANY PHOTO YOU POST OR SHARE ..

- Should be pre-approved by the subject
- Should be a story that the subject can defend and backup
- Reflects your organization as one who works in partnership w/ the community it serves.