

Guidance on press release / social media communication around the M4EG Pathways programme

The below provides you a short step-by-step guidance on essential steps to undertake to publish a press release on your M4EG Pathways programme launch and to let the community know about the initiative and provide them an opportunity to get involved.

The proposed structure includes the following steps:

1. Start with a compelling headline that clearly communicates the main message of the press release. For example: "New Local Economic Development Plan / M4EG Pathways plan Launched to Drive Growth and Prosperity in [Municipality Name]."
2. Begin the first paragraph with a concise summary of the context of the plan and its goals. Include the most important details, such as who will develop the plan, what it aims to achieve, and how it will benefit the community.
3. Provide additional context and background information in the following paragraphs. This might include information about the planning process, expected community input and feedback, and any notable partnerships or collaborations.
4. Use quotes from key stakeholders, such as local government officials, business leaders, and community advocates (if you already have some), to provide further insight into the plan's importance and impact. These quotes can help to add credibility and human interest to the press release.
5. Include information on how the community can get involved and provide feedback on the plan. This might include links to a website or social media pages where people can learn more and share their thoughts.
6. Close with a brief summary of the plan's key expected benefits and goals, and reiterate the importance of community engagement and involvement. You can also include a call-to-action encouraging readers to attend the launch event or get in touch for more information.
7. Finish with a boilerplate that provides a brief overview of the municipality organization or department responsible for the plan, including its mission, history, and key initiatives.
8. Include contact information for a media liaison or spokesperson who can answer questions and provide additional information.
9. Proofread and edit the press release carefully before distribution to ensure accuracy, clarity, and professionalism.
10. Distribute the press release to local media outlets, industry publications, and online news sources, as well as posting it on the municipality's website and social media channels.