

## Tips for Media Relations:

1. If and when the media contacts you, immediately contact GirlTrek's National Communications Director, [jewel@girltrek.org](mailto:jewel@girltrek.org).
2. GirlTrek's official social media sites are @girltrek on Twitter, Snapchat and Instagram; and @HealthyBlackWomenandGirls. We ask volunteers not to use "girltrek" in the first part of the name of their social media accounts. We ask this so there won't be any confusion between the volunteer social media accounts and the official national GirlTrek social media accounts.
3. Always identify yourself as a GirlTrek volunteer.
4. If you don't know it, don't make it up.
  - a. Do not: Lie, exaggerate, or estimate if you're not sure of the facts.
5. THERE IS NO SUCH THING AS OFF THE RECORD.
6. Don't be intimidated.
7. Don't get angry or talk down to reporters.
8. Don't ask to read an article or watch a show before it runs.
9. Remember that no matter how congenial or affirming the reporter, photographer or camera crew are, everything you say and do may be observed and reported by the media representative.
10. No profanity or vulgar gestures.
11. No political references. GirlTrek is a 501(c) (3) organization, which means that we are not able to endorse political candidates or tell people who to vote for. We CAN advocate for issues that we believe in.
12. No negativity of any kind. Keep it uplifting and positive.
13. Don't get upset if the reporter is rude or impatient.
14. Speak from the heart. Be passionate. If you're not enthusiastic, why should anyone else be?
15. The more you say, the more you stray. A lot of people get misquoted because they say too much. Say what you have to say as simply as possible and stop! It is not your responsibility to fill the silence.
16. Say what you mean: Sarcasm and humor can sometimes muddle the point.
17. Know what you're getting into. Don't be afraid to ask questions before accepting an interview. "Any publicity is good publicity" -- isn't always true. Many of us feel compelled to leap at a media opportunity without evaluating its potential impact on our organizing goals.