

# Brisbane National Youth Week Launch

## MEDIA TIPS FOR PARTICIPANTS

**AWESOME!!!! You're a part of the Brisbane National Youth Week (NYW) Launch!**

We want to make sure as many people as possible know that you are going to be doing your thing in Queen Street Mall and Brisbane Square on Friday April 1st, from 4 – 10pm. Visible Ink and 4ZZZ will be promoting the whole event... but in order to get MAXIMUM EXPOSURE for you, here are a few easy things you can do to get the punters excited about your involvement in Brisbane's NYW Launch:

### **Tell all your friends, family and fans on Facebook.**

- Use your status. EG, "We're playing live and FREE at Brisbane National Youth Week on Friday April 1st between 4 & 10pm
- Put up a picture of your artwork/ performance, title it 'performing at Brisbane National Youth Week Launch 1/4/11' and tag your friends
- Upload a video (you could make a new one just for Brisbane National Youth Week or use an old one) and title with a reference to Brisbane National Youth Week.
- Post on your friends' walls to let them know. This is great for spreading it around to let even more people you don't know see what's happening. When you post on Facebook, don't forget to **'update your friends/fans'** to make certain they see it.
- Send messages to your friends letting them know.
- Make a Facebook event and invite all of your friends.
- Put the Visible Ink link in your posts so people know where to go to find out more information.

### **Use Twitter.**

Get onto Twitter and tell everyone what you're up to and what you're doing. Tag is **#BrisNYW** so it can be pulled down by us and added to our media channels.

### **Use YouTube.**

Put a video up on YouTube advertising you at Brisbane National Youth Week. Funny & dorky is great. Viral YouTube videos make for great advertising campaigns and that's one of the ways we're pushing this event. We have a speech bubble floating around that make a very short video pretty funny – almost like a comic. Visit the Visible Ink Website to download yourself a copy.

Visible Ink has video cameras and still cameras you can come in to use. We also have people that would be very keen to help you make a short and funny video. Please email [lisa.lennon@brisbane.qld.gov.au](mailto:lisa.lennon@brisbane.qld.gov.au) to arrange a time to come in and do this.

### **Post on your blog, website or myspace.**

Anything that people read online that you write; write it up that you're doing cool stuff at National Youth Week

### **Flickr.**

You can use Flickr to post photos of what everyone will see of you at Brisbane National Youth Week Launch and tag them **#BrisNYW**. We'll be linking ourselves to these wherever we can.

### **Tell everyone you know.**

You can do this in person, in a text message or on a piece of paper

### **The Visible Ink Website.**

We're about to go live with a whole heap of information up online for all the world to see. That includes stuff about you if you have given it to us. This is the address for the website is [www.visibleink.org/nyw](http://www.visibleink.org/nyw).

### **Posters.**

We will provide all performers & artists with a number of a2 & A3 National Youth Week posters that you can advertise your involvement with the event on. You can add your name to the posters and distribute through your networks.

### **Other Thoughts we have for YOU!!!!**

- Making a submission to a music/ arts/ community newsletter or blog is great, these organisations usually have a really big mailing list that they send out to.
- Regular posts, say every week and then everyday a few days before the Launch will mean that people will be constantly reminded and they will know that your involvement is pretty important to you.
- These are just some suggestions. There are a lot of things you can do but you don't have to do everything... just keep in mind that the more noise you make about it to more people means you'll have a bigger crowd. And, if enough people find out about it, you might see something in the papers or on TV.
- Also, a bit of evidence of a personal marketing campaign can be impressive for potential employers/ managers/ make you the next big thing!
- Go to [www.visibleink.org/nyw](http://www.visibleink.org/nyw) to find out more about what's happening at the Launch.