

ENGAGING COMMUNICATIONS DEPARTMENTS

If you work in an organization that has a communications department, you need to impart to your colleagues the importance of being involved in the Fall Prevention Month campaign from the perspective of your entire organisation.

Here are some tips to help you engage with your communications department colleagues to fulfill their requirements and your needs of raising awareness of fall prevention during the Fall Prevention Month campaign.



Do Your Research

Take a look at your organization's materials, such as the website and social media platforms; so you can familiarize yourself with the type of information that is shared. It's also important to understand how Fall Prevention Month fits into your organization's mandate and messaging, so you can demonstrate that your message is relevant to the communications team.

Practice Your Pitch

Similar to pitching to the media, make sure you can share your message concisely. Be clear about how fall prevention is relevant to the organization and why sharing content is a good fit for the messaging and values. Do this via email first, and then follow up by phone a few days later. Try to avoid before noon on Mondays and after noon on Fridays.

Ask Early and Remind

Reach out at least a couple of months in advance to start the conversation. A busy communications department may need to engage other decision makers and seek approval from leadership. Don't forget to send reminders to your communications colleagues; they may agree to help, but it's also good to send a reminder ahead of time. For example, you can send a brief email stating that you're grateful and excited to have their support in raising awareness of fall prevention with details about what the organization will be doing.

Be Specific

Start off by asking if they would be willing to do something specific - such as share three posts during November. Depending on their response, you may find that they are very interested and want to do more. Examples of information you can share with the department include statistics from the Fact Bank, what activities are being planned and the various Fall Prevention Month resources available.

Make it Easy

Think about what you're asking them to do and make it easy. If you want them to share three posts in November, send them the post graphics, text, hashtags and the dates you would like them to share those posts. Of course, make it clear that you understand that the dates may need to be adjusted based on the social media schedule. If you want to share your own organisational resources with the Fall Prevention Month logo, please include the branding instructions on the use of the logo or provide your resources with the Fall Prevention Month logo already in place.

Say Thank You

After they complete what you've asked them to do, send a thank you email and reiterate why their involvement is important. It's also never too early to start planning for next year. So, let them know that you hope they'll be involved the following year. If a department says no for any reason, thank them and ask if there's something that would convince them to participate next time.

Circle Back

After Fall Prevention Month is over, check in with your communications colleagues. Ask them what kind of engagement and metrics they received from the Fall Prevention Month content and celebrate your joint success!

