

PUBLIC RELATIONS PLAYBOOK

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The Playbook is a comprehensive document that maps out all future public relations initiatives.

It aims to maximize the team's efficiency by providing a reference guide that can be accessed at any time.

The Playbook is split into

3 MAIN SECTIONS

Research Findings

Networking and External
Engagement

Digital Marketing and Online
Presence

RESEARCH FINDINGS

THIS SECTION LAYS THE GROUNDWORK FOR THE REST OF THE PLAYBOOK. IT EMPHASIZES F.Y. EYE'S UNIQUE OFFERING WITHIN THE INDUSTRY AND OUTLINES AREAS TO IMPROVE OUTREACH EFFORTS.

PR SWOT ANALYSIS

GOALS

MEASUREMENTS

INDUSTRY INSIGHTS

KEY AUDIENCES

KEY CHANNELS

PR SWOT ANALYSIS

*The SWOT Analysis was crafted from a **PR perspective**, focusing on where F.Y. Eye excels and lacks in outreach messaging.*

- **Strengths:** F.Y. Eye's **unique mission**, building a more inclusive and equitable public square by democratizing advertising, sets it apart from the rest of the industry.
- **Weaknesses:** The **lack of consistent messaging** across platforms results in F.Y. Eye's audience not having a strong understanding of the organization, its mission, or programs.
- **Opportunities:** Through the use of collaborations, applying to awards, and attending speaking engagements, F.Y. Eye can establish itself as a **credible thought leader**.
- **Threats:** Similar **private sector organizations have comparable work** to F.Y. Eye's client services.



GOALS

Every initiative in the Playbook is written with the following goals in mind:

1. **Establish F.Y. Eye as a trusted leader and partner** in the public interest communications industry.
2. **Build a simple yet comprehensive understanding** of F.Y. Eye's programs through consistent messaging across platforms and mediums.
3. **Highlight F.Y. Eye's mission** to create equitable access to the public square for underserved communities.

MEASUREMENTS



Michael Tran
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F.Y. Eye is a great agency to work with. They have excellent client services that strategically guide creative development, and can bring on top-notch designers who can work with nonprofits. Their digital billboards and reach to target communities are a big asset for driving reach and awareness.

The following measurements serve as metrics to assess the success of any given initiative.

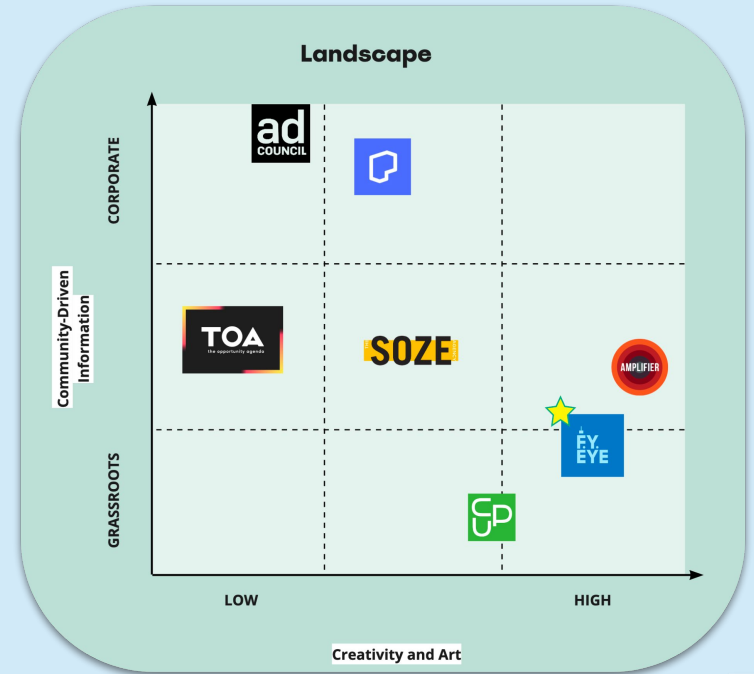
- **Community Growth**
 - Platform discovery
 - User journey to F.Y. Eye
- **Audience Engagement**
 - Social post engagement
 - Email opens and clicks
- **Client Acquisition**
 - Conversion and Retention Rates
 - How many new clients are acquired in a time period?

INDUSTRY INSIGHTS AND KEY AUDIENCES

- The public interest communications industry lies at the intersection of marketing, nonprofits, advocacy, research, arts and culture.

Key Audiences

- **Professionals:**
 - Nonprofits
 - Elected officials
 - Media and communications professionals
- **Community members:**
 - Artists
 - Marginalized communities
 - BIPOC



KEY CHANNELS

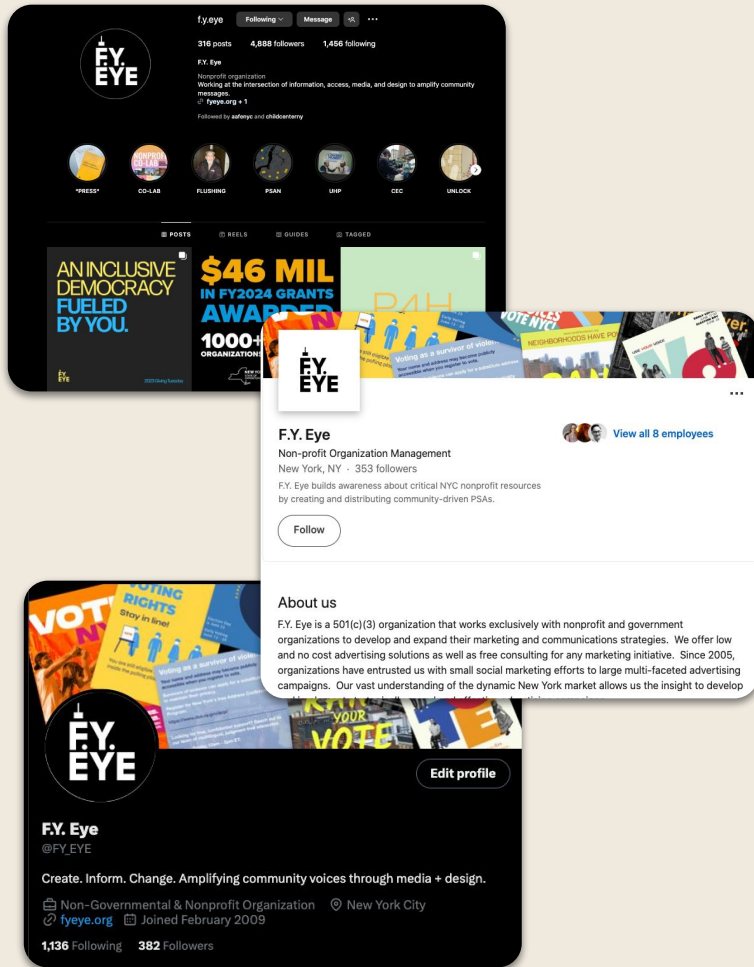
While social media offers casual and frequent updates, email provides detailed information to an established audience.

Social Media

- **Instagram** (creative messaging)
- **LinkedIn** (connecting with nonprofits and professionals)
- **YouTube** (video capabilities and educational events)
- **X** (engaging with elected officials)
- **Facebook** (creative messaging for an older demographic)

Email

- **Town Crier** (quarterly newsletter)
- **Monthly Messenger** (includes resources)
- **PSA Alert** (a notification for new PSAs)



NETWORKING & EXTERNAL ENGAGEMENT

THIS SECTION FOCUSES ON USING OUTREACH
EFFORTS TO AMPLIFY F.Y. EYE'S WORK.

CAMPAIGNS

- MODEL RELEASE PLAN
- CASE STUDY ANALYSIS
- CASE STUDY TEMPLATE
- CASE STUDY SAMPLES

AWARDS

SPEAKING ENGAGEMENTS

COLLABORATIONS

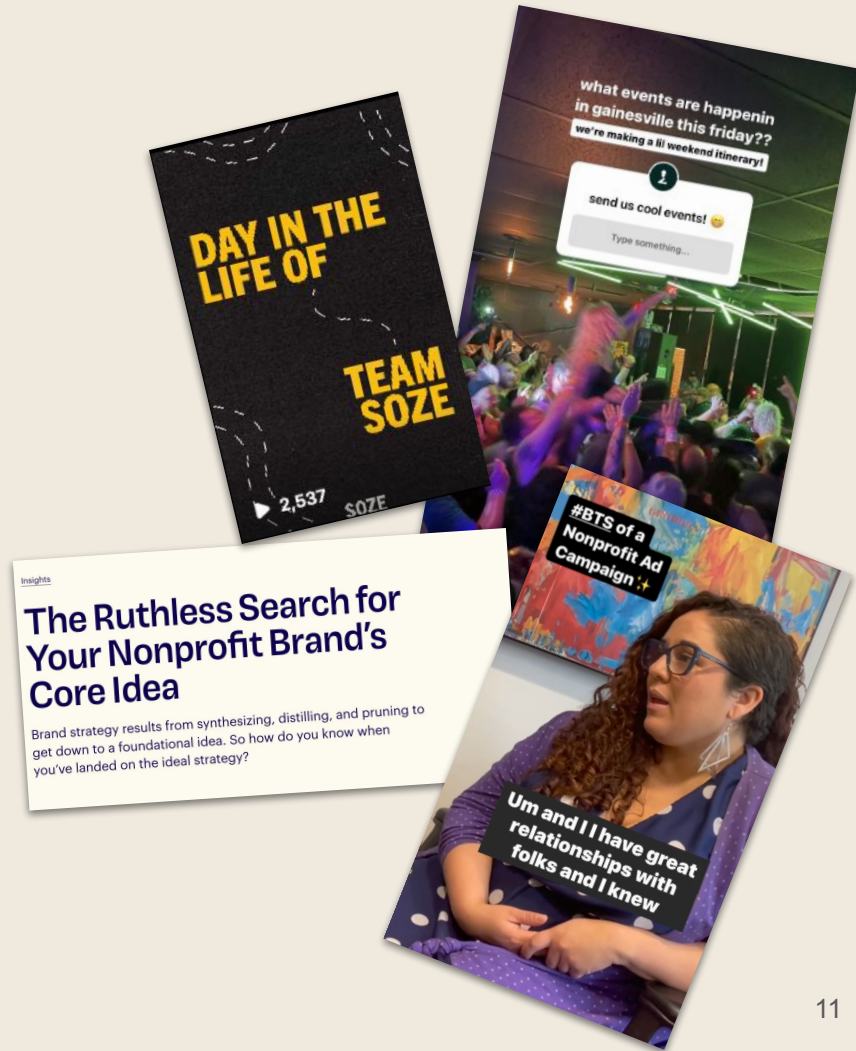
CAMPAIGNS: MODEL RELEASE PLAN

A blueprint for maximizing the outreach efforts of a campaign.

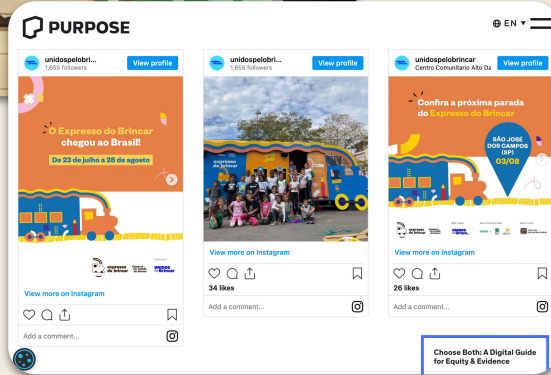
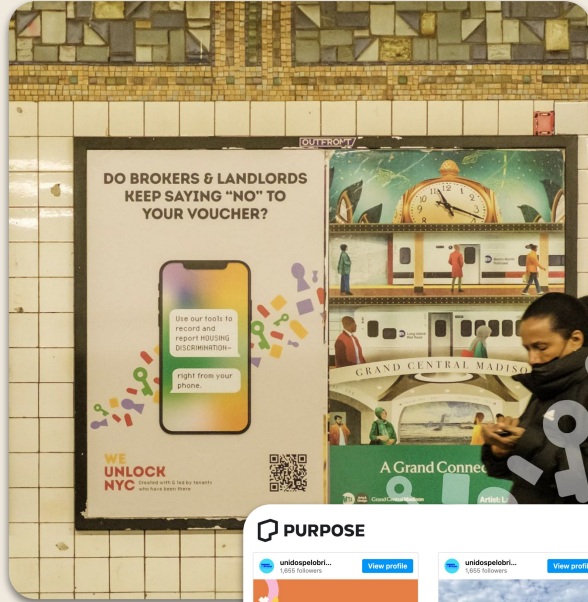
- Weeks 1-4 are dominated by digital marketing, while weeks 3-7 are focused on external engagement.
- **Digital Marketing:** content creation for social media, email lists, and the blog page.
- **External Engagement:** public recognition such as awards, speaking engagements, collaborations, and newspaper articles.

Resources:

- *Model Release Plan*
- *F.Y. Eye PR Implementation Toolkit: Social Media Posts*



CAMPAIGNS: CASE STUDY ANALYSIS



Best Recommendations:

Website Design:

- Implementing categorization into the website to make the user experience seamless.
- Pinning F.Y. Eye's most recent campaign at the top of the webpage.
- Linking Instagram posts within to encourage audience engagement on social media.

Visuals:

- Splitting up the writing frequently with compelling visuals.
- Focusing on color palettes, the use of high-quality photos, and adding in movement wherever possible.

CAMPAIGNS: CASE STUDY TEMPLATE AND SAMPLES

- The **template** to the right shows the implementation of the case study analysis.
 - Improvements include:
 - 3 core sections: Challenge, Approach, Impact
 - Downloadable art for free or via suggested donation
 - Links to share case study on social media
 - Impact number
 - Acknowledgment statement

Samples:

→ Case Study: UnlockNYC

→ Case Study: Treatment Not Jail

Title

NOTES TO KEEP IN MIND: Try to include engaging visuals (such as gifs, videos, graphics, etc.), split up the writing with photos throughout the document, include various statistics on the case study's success, and include the F.Y. Eye logo on any visuals.

For the deliverables, F.Y. Eye should have a public-facing folder with assets sized for sharing on social media.

Mission Statement [Describe what the issue at hand is. Focus on the partner organization here rather than F.Y. Eye]

Month/Year
Project Type: Ex. Branding, Campaign, Experiential, Strategy
Campaign Category: Ex. Equity & Justice
Links: www.link.com

CLIENT:

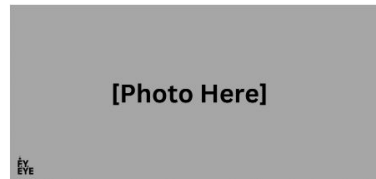
DONATE TO BUY DELIVERABLES HERE, OR DOWNLOAD FOR FREE [If applicable, include the link to download graphics, pictures, documents, etc., and include a link to donate to this cause.]

SHARE CASE STUDY [Insert link to social media platforms below]



Challenge

[One short paragraph explaining the challenge that F.Y. Eye faced for this campaign]



Caption: [One sentence to add context and credits to the above photo]

Approach

[One short paragraph explaining the approach that F.Y. Eye took for this case study. What did F.Y. Eye do?]

Impact

[One short paragraph explaining the impact that F.Y. Eye made with this case study. What lives were touched?]

Impact Number

[Include a statistic that conveys the success of the campaign]

Acknowledgments

[Thank you to those who donated to this project, such as X, Y, and Z. Additionally, thank you to all of our contributors, X, Y, and Z. This project would not have been possible without the community's help and inspiration!]



**GOLD HONOREE
BEST PSA**



**SILVER HONOREE
LOCAL CAMPAIGN**



AWARDS

- Establishing F.Y. Eye as a trustworthy organization and a thought leader.
- Clients looking for proven leaders in the industry will consider partnering with F.Y. Eye.
- Encouraged to regularly apply throughout the award season.

Resources:

→ *F.Y. Eye PR Implementation Toolkit: Awards*

SPEAKING ENGAGEMENTS

- Increasing awareness of F.Y. Eye's mission and programs.
- Networking and finding new potential partnerships.
- Sharing of knowledge to foster a collective understanding of best practices and innovative solutions.

Resources:

- [F.Y. Eye PR Implementation Toolkit: Speaking Engagements](#)





COLLABORATIONS

- Working with universities, newspapers, nonprofits, and influencers will...
 - Legitimize F.Y. Eye as a thought leader.
 - Convey F.Y. Eye's expertise in storytelling.
 - Broaden the impact of F.Y. Eye's messaging.
 - Strengthen current and past relationships.
 - Build a sense of community.
 - Lessen notions of competition.

Resources:

- F.Y. Eye PR Implementation Toolkit: Collaborations

DIGITAL MARKETING & ONLINE PRESENCE

THE FINAL SECTION FOCUSES ON CRAFTING F.Y. EYE'S NARRATIVE ONLINE AND HOW TO KEEP IT CONSISTENT.

SOCIAL MEDIA

- PROFILE PRESENCE
- CONTENT PILLARS
- PROGRAM MESSAGING

EMAIL MARKETING

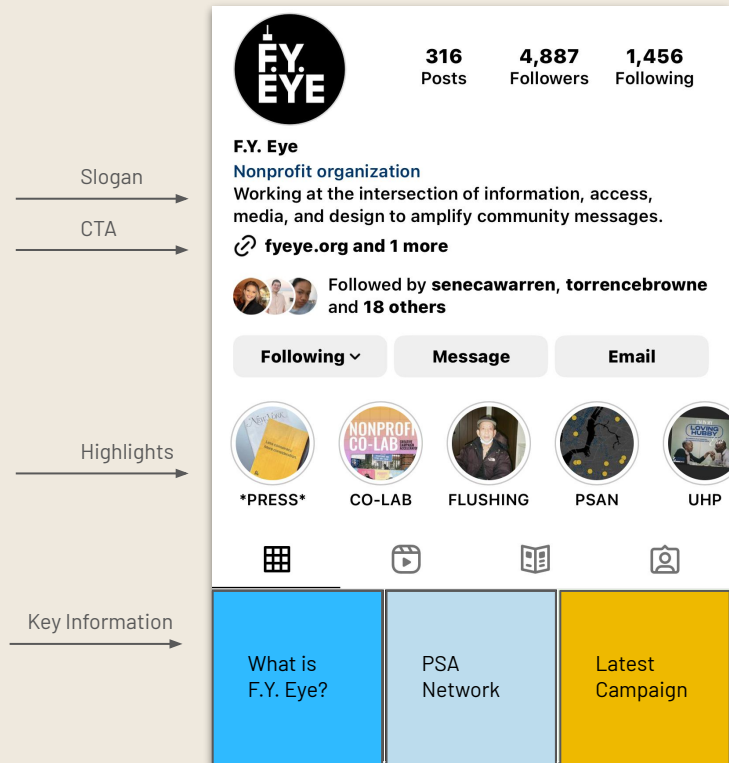
EYE ON IMPACT BLOG

YOUTUBE

SOCIAL MEDIA: PROFILE PRESENCE

Fostering a uniform understanding of the organization across platforms.

- **Biography:** Prime space.
 - “Working at the intersection of information access, media, and art to amplify essential community messages.”
 - **Linktree:** Links to resources, feedback survey, and latest campaign.
- **Pinned Posts:** Prime space.
 - What is F.Y. Eye?
 - What is the PSA Network?
 - What was F.Y. Eye’s latest campaign?



SOCIAL MEDIA: CONTENT PILLARS

Overarching ideas that the brand discusses and creates content for.

- **Educate:** F.Y. Eye is a prominent thought leader dedicated to driving innovation within the industry by educating nonprofits on how to better use communications for change.
- **Impact:** F.Y. Eye has tangible success stories that showcase its impact, driving toward a more equitable future, one story at a time.
- **Empower:** By empowering community organizations to conduct outreach and communications, F.Y. Eye uplifts NYC's underserved public and amplifies the narrative of justice and belonging.

SOCIAL MEDIA: PROGRAM MESSAGING

Outlined program tones and key words.

- **PSA Network:** Revolutionary, vital, and informative tones.
 - The only free advertising space for nonprofits, by nonprofits.
 - NYC's first community media cooperative.
- **Impact Artist Network:** Inspirational, poetic, and playful tones.
 - The power of art to create social change.
- **Campaigns:** Empowering, intentional, and trustworthy tones.
 - Bringing communities reliable information.
 - Utilizing a mix of traditional, guerilla, and donated media.
 - Challenging oppressive systems
 - Amplifying the voices of those who have been historically marginalized.

The PSA Network



Impact Artist Network



Creative + Strategy



Media Planning + Buying

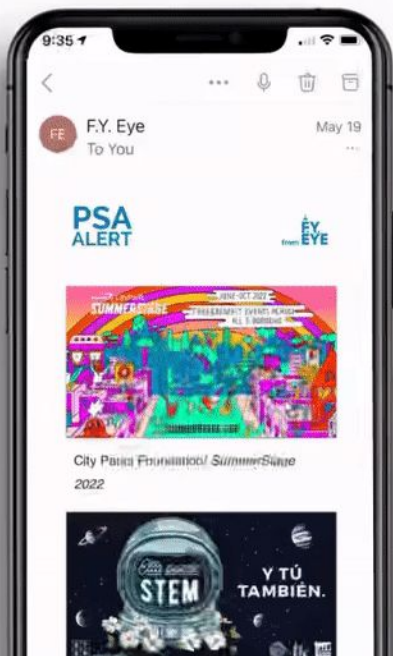


EMAIL MARKETING

The Town Crier, Monthly Messenger, and PSA Alert, relay thorough updates to an established audience.

Best Recommendations:

- **Additional Email List:**
 - Eye on Impact blog
 - Audience: Prospective clients, nonprofits, and media agencies.
- **Visual:**
 - Drawings, photos, and gifs as the bulk of the email content with limited copy.
- **Content:**
 - The language used should be simple and concise.
 - Integrating carefully crafted subject lines.
 - “This Month’s Events” section serving as a community calendar.
- **Engagement:**
 - Including surveys with open-answer questions.
 - Including free deliverables to be downloaded, with an option to buy them via donation.



EYE ON IMPACT BLOG

Dive into topics important to F.Y. Eye, establishing a brand voice and boosting SEO.

Themes:

- **Shared Vision:** Exploring F.Y. Eye's roles in partnerships through client testimonials and guest bloggers.
 - TA: Prospective clients, reporters, and journalists.
- **Campaign Insights:** An informational source offering timely and relevant community insights, and research from recent campaigns.
 - TA: Nonprofits and Media Agencies.
- **Industry Observations:** Addressing main issues within the communications industry and offering advice on how to amplify a nonprofits message.
 - TA: Nonprofits and Media Agencies.

Resources:

→ [F.Y. Eye PR Implementation Toolkit: Eye on Impact Blog](#)

Insights

Observations from our adventures in nonprofit branding.

All Posts

FOCUS

Brand Evaluation
Brand Creation
Brand Launch
Brand Activation
Brand Growth

How Powerful is Your Brand?

Our Nonprofit Brand Score benchmarks your brand's effectiveness and offers insights for maximizing its potential.



What Kind of Rebrand is Right for Your Organization?

Do you need a brand refresh or a brand transformation?



Your Nonprofit Could Use a Name Trim

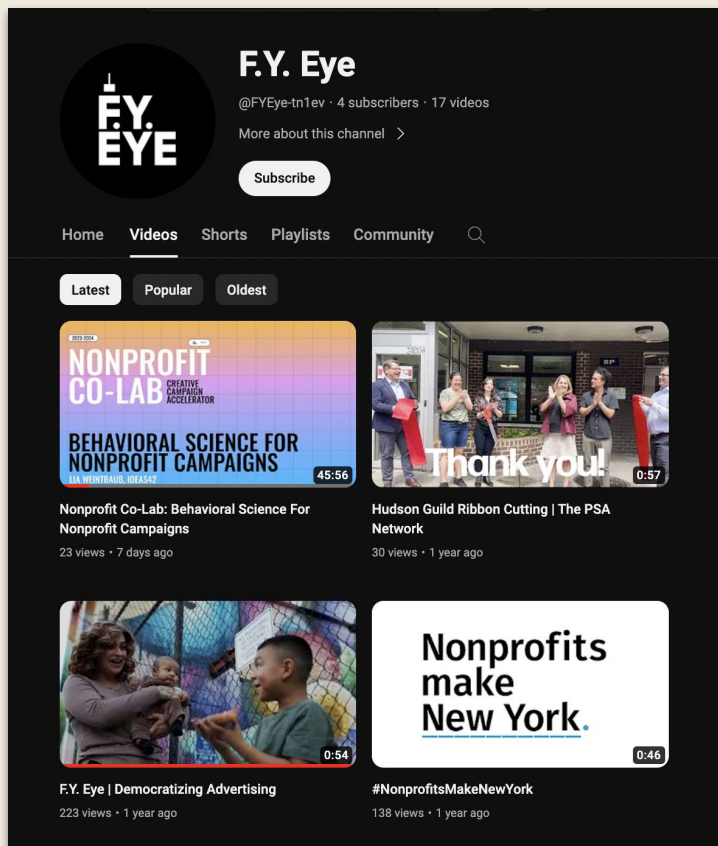
How to update your name for modern times without "really" changing it



It's Time to Change the Conversation About Change

Why strategy, branding, and design are essential to building a more just and joyous society





Lead the industry in nonprofit media videos, boost SEO, and create additional content for social media.

Best Recommendations:

- **Visual**

- Pin a video about F.Y. Eye or its latest campaign.
- Graphic visuals as the videos' thumbnails.

- **Content**

- Three playlists: shared visions, campaigns, and educational resources.
- Create a comprehensive video explaining what F.Y. Eye is and the importance of its mission.
- Upload speaking engagements, co-labs, and webinars.

By implementing the actionable strategies outlined in the Playbook, F.Y. Eye will establish itself as a trusted leader, equip the audience with a confident understanding, and highlight its unique mission.



CONCLUSION



THANK YOU