

The Digital Media Room

Your organization's website should have some semblance of an online media room that serves as a "One Stop Shop" for media professionals and is one outlet for distributing information about your organization. Not all websites need to be advanced designs to incorporate this important element.

Suggested Components of the Digital Media Room:

Media Contact Information

- It should be clear who your organization's media contact is when visiting your Digital Media room.
- Your organization's media contact must be familiar with your organization and comfortable working with the media as a point of contact. The chosen individual may or may not be your organization's designated spokesperson, but must have direct access to the spokesperson(s) for media requests.

Digital Media Kit

- The components of the Digital Media Kit may vary, but should always include documents/materials in an easily downloaded and easy to copy/paste format. Some elements to consider including:
 - Organizational Fact Sheet
 - Biographies on your top leadership
 - Suggested Story Angles
 - Statistical Information on your organization/programs
 - Multimedia information (how to access your organization's logo and other images for media use)

Press Releases/Announcements

- Include a list of press releases with full text available for viewing (archiving is a good idea if your organization produces a number of releases per year)

"In the News"

- Include a list of positive media coverage, with links to media sites hosting the coverage or downloadable documents of the feature (if permissible)

Photo Gallery

- If appropriate, include a photo gallery of images of your organization – offering visuals is a good way of further explaining your programs and services

Internal Communications

- If your organization produces research reports, position papers, newsletters, e-blasts, or other communications materials that are appropriate for public viewing, provided downloadable access to these documents in your Digital Media Room.



Contributed by **Barefoot PR**

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