



**Share4Rare**

**Tools & Templates**

**PRESS kit**

## Purpose

With a press kit, or media kit, you enable influencers and other participants to easily share your message and engage with your audience. It provides content and information for reporters and journalists to quickly learn about your advocacy and goal, and have access to visuals and other marketing material that they can easily implement. Whether you are talking to press or networking, a press kit is a useful tool to create a professional and validated look.

## Press Kit Essentials

Digital press kits are commonly incorporated in websites, and contain downloadable content to be distributed. Another way is to carry your digital press kit on a flash drive or USB, so you have easy access to it during conferences without having to download or upload large files on unsteady internet connections.

## Your Story

This is part of your core strategy. Why are you doing what you do? Share your history, your mission and vision, explain why you want to change the current situation and why this is so desperately needed.

## Facts & Figures

Since when are you established? For how long have you been doing this? In what field are you operating, and with whom do you collaborate with?

## Large, high resolution images

Provide a professional, high resolution picture of yourself, and provide additional pictures or graphics that help capture the core values of your advocacy. If you have a logo, make it easy for content publishers to use it by providing a high-resolution option in your kit. Make sure they have a compatible extension like .png, .jpg or .pdf and a transparent background to make it applicable for multiple backgrounds.

## People of your team

Any additional people or volunteers that are part of your team can be listed here. Make sure their role is listed, and provide a specific mail address, if possible.

## Press releases

If you already have press releases, incorporate them in your press kit or link to them, listed per date. This includes announcements, updates, partnerships and collaborations.



## Samples of articles/press

Any previous articles that already have been published can be incorporated to give the reader an idea of who you are and what you do.

## Social media credentials

List the social media platforms you are active on, and if you have a well-established audience, highlight quantitative (number of followers, subscribers) and qualitative (comments, testimonials) here.

## Additional

- Audio/video interviews
- Awards and recognition
- Involvements
- Social media audience
- Quotes
- FAQ's

## Keep it up to date

Update your press kit whenever you have additional resources, and ensure quotes and information are consistent and accurate.

## References & Resources

<https://www.smartbugmedia.com/blog/9-things-that-must-be-in-your-electronic-press-kit>

<https://www.thebalancecareers.com/how-to-create-impactful-press-kits-39191>

<https://spark.adobe.com/make/press-kit-maker/>

