M&M How To Guides

Dealing with the press, video, social media, stakeholder analysis, newsletters, photography, graphics, library. For graphic design and colours, see the Art shelf. M&M means Media and Messaging.

- M&M How To Guides Stored Elsewhere

- Design Programme

- Global Media Library

- Local Media & Messaging Training

- How to make a simple QR Code

- Press Release - Templates

- Livestreaming - Learn the basics

- Broadcast Comms Guide

M&M How To Guides Stored Elsewhere

There is a folder of useful guides about Media and Messaging on Google Drive in the folder

https://drive.google.com/drive/folders/11kYUGQRZlHwFcyischYW6yVQ_SDGDtcE

Here is a list of the titles. It is not easy to create direct links to the individual files here, as the folder listing is dynamically generated. So it is best to go to the folder and select the file you want. Feel free to add a brief description to each here, if you think it would help. (Make sure you include the word "Facebook" under the "How to Moderate a FB Community" document so it appears in any search for "Facebook", then delete this note!) Some documents are available in multiple formats; I have just listed one format for each document here.

- "How to take great images and share them on the XR Media Library"
- "HOW TO WRITE A PRESS RELEASE.pdf"
- "M&M Toolkit HOW TO BUILD A TEAM OF SPOKESPEOPLE.pdf"
- "M&M Toolkit HOW TO KNOW WHATS NEWS.pdf"
- "M&M Toolkit HOW TO LIVESTREAM.pdf"
- "M&M Toolkit HOW TO MAKE VIDEO CONTENT.pdf"
- "M&M Toolkit HOW TO MODERATE A FB COMMUNITY.pdf"
- "M&M Toolkit HOW TO PITCH FEATURE IDEAS.pdf"
- "M&M Toolkit HOW TO RECORD OR LIVESTREAM A WEBINAR.pdf"
- "M&M Toolkit HOW TO USE STAKEHOLDER ANALYSIS.pdf"
- "M&M Toolkit HOW TO WRITE A NEWSLETTER.pdf"
- "REBELLION-2020-Design and Messaging.pdf"

Design Programme

There is no strict dividing line between Art and Design. Traditionally a lot of Extinction Rebellion design work has been done under the Media and Messaging umbrella. Here on the Rebel Toolkit, there is a Design book over on the Art shelf.

Of particular relevance to Media and Messaging in that book are:

- the Design Programme
- the Colours page which has a quick reference of our standard colours
- the Visuals Generator

To request leaflets, stickers and posters please use this form

Global Media Library

The XR Global Media Library is at https://show.pics.io/xr-global-media-resources/.

It has sections on:

- Audio
- Graphic Design & Artwork
- Guides
- Photography
- Video

Documentation for the Global Media Library is in the library itself under Guides.

It also contains a few Media and Messaging guides that are not in the folder described on the M&M How To Guides Stored Elsewhere page.

There is another media library for Breaking News at https://show.pics.io/xr-global-media-breaking-news/ . This is where photos from the UK are usually posted.

And an archive of material from 2018 to 2020 at https://show.pics.io/xruk-media-october-2018-april-2020.

Other Locations

Arts resources are also stored in other places.

There are lots of arts resources on the **UK Cloud** at /Library/Basecamp Library/Art Designs and assets. Posters, leaflets, the Design Programme and more.

The UK Cloud is also a place to publish your own work for other rebels to use.

See also the Art shelf on the Rebel Toolkit.

Local Media & Messaging Training

Online interactive training to learn how to contact the local press, create a media list and write a press release. A step by step tutorial is available here.

You can also access the slides used in the training here.

By the end of this training, you will have:

- a clear "message"
- the basics of a press release
- a local media list
- a timing strategy

You will know:

- how to prepare quotes
- how to brief Rebels who will be a contact for the press
- to prepare immediate post-action images to send to the press
- how to brief non M&M rebels to support the work you have done!

How to make a simple QR Code

MakeAQRCodeShort.png

Image not found or type unknown

This is a QR Code. When you scan it with a QR code scanner app on a smartphone you can quickly get to a website, sign-up sheet or whatever you want. Here's how to make one.

1. Copy the website URL you want the code to take you to by clicking in the browser top bar and using the keys Ctrl+C, or right-click and choose Copy from the list. Eg: https://docs.google.com/document/d/1ETk_vHQ8meD5xcFWn4v3jKqK8P8sjGGdra774KeYV ks/edit?usp=sharing
2. But, long links like this make complicated QR codes like this:

MakeAQRCodeLong.png

Image not found or type unknown

This makes it harder for phones to scan them, so it's good to shorten the link first using XR's very own link shortener: https://xrb.link/

3. Copy the Long link into it thus:

1.png

Image not found or type unknown

Click shorten and hey presto!

2.png

Image not found or type unknown

Click copy.

4. Go to any of the many free QR code creation websites Eg: https://www.qr-code-generator.com/ (update: - they don't do short codes) https://www.the-qrcode-generator.com/ (will allow shortcodes, no account needed).
5. Click in the main box and paste (Ctrl+V or right-click and select Paste) the short URL into the window like this:

3.png

Image not found or type unknown

6. Click Download and wait (ignore the box that pops up, you don't need to fill anything in). When the download box pops up, choose save and save it where you want.

7. And that's it, you have a much simpler QR code which you can put on your leaflets, stickers and posters so people can get to your sign-up sheet, website, Facebook page or whatever you want!

Press Release - Templates

Here's a template example of a Press Release

Here's a template example of a generic Press Release

If you're looking for a full step by step 'how to write a press release' training, click here

Livestreaming - Learn the basics

Get started to livestream your local groups' actions with these slides

All the trainer's notes are available underneath each slide. Use the slideshow mode to see the screenshots correctly.

Broadcast Comms Guide

XRUK groups are responsible for their own communications to the movement.

- Does the movement know about your work?
- What is your plan to mobilise?
- How do you get a message to the movement?

A Video Guide - how to:

- Create one Zoom registration link for multiple events
  - then edit the events (time/date)
  - add more events to the same link
  - add a description for your event and brand it with an image and logo.
- Create a short link for your Zoom registration link to add to your publicity.
- Use Mattermost and Telegram to publicise your events across XRUK and XRGlobal.

- **Video link here**

The flow of information is vital for engagement and helps to amplify our actions and events.

📢 Broadcast Comms Guide:

We have drawn up this guide to help UK groups plan and deliver their comms

🎨🖌️Broadcast Style Guide:

Follow XR design and stay formatted when crossing channels.

🤔 If it's not shared, what is it?

Yaz-design.jpg
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