PUBLIC RELATIONS

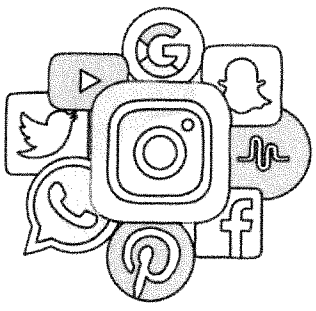
Press Releases

Publications

Social Media

Special Editions





Public Relations Department

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Public relations is a very important part of your Grange work. GRANGES NEED TO BE VISIBLE IN THEIR COMMUNITIES IF THEY ARE GOING TO BE SUCCESSFUL. The best way to be visible is to participate in community activities and publicize the things that you do. Among the numerous ways to publicize are contacting local/area papers, radio stations, or shopping guides; using websites; and posting on social media. (more on social media at the end of this section)

The public relations department of the New York State Grange is responsible for external communications, which include press releases and social media posts about the activities of the New York State Grange.

The internal publications consist of The Empire State Granger, The Gleaner, and special editions of The Empire State Granger.

Special editions of The Empire State Granger contain an overview of New York State Grange activities and programs. They are published to promote the Grange to the general public at events such as the New York State Agricultural Society Forum, Empire Farm Days, the New York State FFA Convention, and the New York State Fair. Complimentary copies may be obtained for your Grange to hand out at fairs, festivals, or other events by contacting the State Grange office.

The Gleaner is a report of the happenings at the State Grange Session and is published daily during the Session for the delegates and officers and guests that are in attendance.

The Empire State Granger is currently published six times per year and is 8 to 12 pages. Regular contributions come from the New York State Grange Master, Lecturer, Chaplain, Secretary, and Historian, as well as the Community Service, Family Activities, Junior, Legislative, Sports, and Youth Departments. Granges are encouraged to submit articles of interest to the Empire State Granger. We encourage submissions other than presentation of longevity certificates to show that Grange is working on current programs that affect communities. We also like to see reports of special events or interesting Lecturer's programs.

Generally, the only obituaries published in The Empire State Granger are for current or past State Grange Officers or Directors. The Chaplain does list Grange members who have passed if contacted directly or through the State Grange office.

Contributions to the Empire State Granger should be sent electronically. Typewritten copy can be scanned and turned into digital form, but careful proofreading is needed to ensure no information is lost. Information sent by e-mail is easily incorporated and reduces errors by the editor. Attachments sent from Word Processing programs should be sent in Rich Text Format or Plain Text Format. Submission of photographs should be digital or originals and include information that identifies the people in the photograph. Photographs of large groups of people do not show up well in the paper.

Submissions of articles or photographs from other publications cannot be accepted unless you have permission from the original publications. Copy-write laws are violated when publishing others' work without permission.

Submission Deadlines are the fifteenth of the month preceding publication:

Deadline	**Issue**
December 15th	January/February
February 15th	March/April
April 15th	May/June
June 15th	July/August
August 15th	September/October
October 15th	November/December

Send to Bruce Croucher, 2514 County Road 25, Clifton Springs, NY 14432. The e-mail address is croubr@ottcmail.com and telephone is 315-573-3097.

Writing Press Releases

A good press release will grab a reporter's or a radio/television producer' s attention, while a bad one will get thrown into the trash. If your story is interesting, you will get the coverage you want. Here are some tips for writing an effective press release:

•• The Headline Sells the Story!

Editors faced with a desk full of press releases look for something to grab their attention, so sell your news via the headline. Be concise and exciting, not mundane and predictable. Determine the most important news in the release and convey it in a one-liner that sells.

•• Who, What, When, Where, Why, and How

These are the necessary elements of the release. Account for them at the beginning of the release. Editors appreciate seeing the critical information on top.

•• Give it Some Punch!

Now that you've got the readers' attention, reinforce the Grange message with facts. Focus on how the news will have an impact on your community and its citizens. Also, add a quote from the appropriate representative of your Grange to your release. If your news involves a second organization or beneficiaries, a quote from them adds balance. Quotes identify a contact for potential interviews and lend credibility to the story. But don't put too many. At least one quoted person is strongly suggested, two are good and three is too many.

•• Keep it Short

Reporters and producers do not have time to read lengthy and detailed stories. One or two pages should be the maximum length for a press release.

•• Be Accurate

Even small errors will detract from your message and may hinder your organization's credibility. So, proofread carefully and check all facts and figures--numerous times. A good way to do this is to have several different people read the press release.

•• Finish Strong

Leave a lasting impression. A very effective close is to use a profound quote from one of your spokespeople to reinforce a "live" feel to the story. Or, prepare a "standard" paragraph that provides additional information about your Grange, its history and mission, and a contact person. This information often will be cut so make sure your second to last paragraph can also make a good closing.

•• Contact Information

Include the name and phone number of a contact person on the press release. This way a reporter or producer can reach you to ask questions. If your release is particularly important, include a home phone number too. Also include your Grange name and address, as well as the date. A brief explanation at the end of the press release about your Grange and its mission is also helpful and appropriate.

Sample Press Release

[Print onto Your Grange Letterhead]
FOR IMMEDIATE RELEASE Contact: [Insert Contact Person's Full Name]
[Insert Date] [Insert Phone Number]
[Insert Grange Name] will Present Third
Graders at [Insert School Name] with Free
Dictionaries
[Insert City and State], [Insert Date] -The Grange is proud to support The Dictionary Project through its Word for Thirds program. Through the tireless efforts of the Grange's network of more than 300,000 volunteers, America's oldest rural and agricultural organization has presented third grade students across the nation with more than 100,000 dictionaries.

And, that number will continue to rise when the [insert Grange name] presents third grade students at [insert school name] with dictionaries on [insert date] at [insert time]. A dictionary is one of the most powerful reference tools young children will be introduced to during their schooling years. Its usefulness goes beyond just providing correct spellings, pronunciations, and definitions. It is also a companion for solving problems that arise as children develop their reading, writing, and creative thinking abilities. "It is amazing to see the smile on a child's face when we present them with dictionaries," [insert Grange President's name], [insert Grange name] President, said. "It gives them a sense of pride when they have a dictionary to look up words on their own. It promotes learning and helps mold their self-confidence and independence."

The Grange, headquartered in Washington, D.C., partnered with The Dictionary
Project, a 501(c) (3) nonprofit organization. The goal of the program is to assist third grade students to complete the school year as good writers, active readers and creative thinkers by providing them with their own personal dictionaries. The dictionaries are a gift to each student to use at school and at home for years to come. The organization has presented more than 1.8 million children with dictionaries.

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A Positive Spin

When facing a reporter that asks you an undesirable question regarding declining membership, or the "graying" of the Grange, always put a positive spin. Example: You may have lost three members but gained two very active members. If a reporter questions your low membership numbers, you can easily respond about the excitement over your new enthusiastic members and how they will be a benefit to your Grange that is working to grow. End the interview by returning to your original message.

Creating professional-looking flyers and social media posts is made easier by using free or inexpensive tools such as Canva. Scheduling tools can even publish posts automatically, reducing the time spent managing social media.

Understanding Social Media Platforms

Every social media platform has a different purpose. Knowing where your audience spends time helps you decide what content to create.

Facebook is best for

- Community engagement
- Event promotion
- Local groups
- Photos and updates

Facebook remains one of the best platforms for Granges because many community members regularly check local events and organizations.

Instagram is best for

- Photos
- Short videos (Reels)
- Behind-the-scenes content
- Event highlights

Instagram is highly visual and works well for showcasing your Grange's activities through quality images and videos.

X (formerly Twitter) is best for

- Quick updates
- News
- Public conversations
- Sharing announcements

Posts are brief and designed for fast communication.

TikTok is best for

- Short entertaining videos
- Educational content
- Trends
- Creative storytelling

TikTok is an excellent platform for showing the personality of your Grange through fun, authentic videos.

YouTube is best for

- Long-form videos
- Tutorials
- Event recaps
- Educational content
- Historical stories

Videos on YouTube remain searchable for years, making it a great place to build a long-term library of content.

LinkedIn is best for

- Professional networking
- Partnerships
- Leadership updates
- Community initiatives

LinkedIn is useful when connecting with businesses, nonprofits, sponsors, and community leaders.

Snapchat is best for

- Casual communication
- Short-lived photos and videos
- Younger audiences

While not essential for most Granges, Snapchat can help connect with younger community members.

How Different Generations Use Social Media

Understanding your audience helps you create content they will enjoy.

Baby Boomers (1946–1964)

Most Popular Platforms

- Facebook
- Instagram
- LinkedIn

Typical Use

- Keeping in touch with family
- Community groups
- Local news
- Event information

Generation X (1965–1980)

Most Popular Platforms

- Facebook
- Instagram
- LinkedIn
- X

Typical Use

- Following local organizations
- Networking
- Hobbies
- Community events

Millennials (1981–1996)

Most Popular Platforms

- Instagram
- Facebook
- Snapchat
- X
- LinkedIn

Typical Use

- Sharing experiences
- Learning new skills
- Entertainment
- Professional networking

Generation Z (1997–2012)

Most Popular Platforms

- TikTok
- Instagram
- Snapchat
- YouTube

Typical Use

- Entertainment
- Creating videos
- Following trends
- Learning through short-form content

Generation Alpha (2013–Present)

Most Popular Platforms

- YouTube
- TikTok (with parental supervision)

Typical Use

- Educational videos
- Entertainment
- Creative content

As this generation grows older, their social media habits will continue to evolve.

Branding for Granges
A strong brand helps people recognize and remember your Grange. Consistent branding builds trust, creates professionalism, and makes your organization more recognizable throughout your community.

Create a Strong Brand Identity
Your brand identity represents who you are.
It should reflect your:

- Mission
- Values
- History
- Community
- Personality

When people consistently see your colors, logo, and messaging, they begin to recognize your Grange immediately.

Design with Purpose
Whenever possible, use original photos and graphics that represent your Grange.
Avoid relying solely on generic stock photos or AI-generated logos that do not accurately represent your members or community.
Authentic images from your events create stronger connections with your audience.

Logos
Always use approved Grange logos. If your Grange needs official logo files or branding assistance, contact the National Grange Communications Director or email: Medianysgrange@gmail.com. Using approved logos ensures consistency across the organization.

Create a Brand Kit
A brand kit keeps your visual identity consistent.
Your brand kit should include: Official logos

- Brand colors
- Approved fonts
- Image style
- Graphic templates
- Logo usage guidelines

Having these resources available makes creating flyers and social media posts much easier.

Keep Your Social Media Consistent
Consistency helps people recognize your Grange instantly.
Try to keep the following consistent:

- Colors
- Fonts
- Logo placement
- Writing style
- Tone of voice

A consistent appearance makes your organization look more professional and trustworthy.

Align Your Message
Everything you post should support your Grange's mission.

Ask yourself:

- Does this represent our values?
- Does this help our community?
- Does this encourage engagement?
- Would someone unfamiliar with our Grange understand what we do?

When your visuals and messaging work together, your audience develops a stronger connection with your organization.

Social media is one of the most powerful tools available to Granges for connecting with their communities, promoting events, recruiting new members, and celebrating their accomplishments. By understanding the strengths of each platform, creating content for different generations, and maintaining consistent branding, your Grange can build a strong online presence that reflects the organization's values while strengthening relationships within your community. Remember that successful social media is not about posting every day—it's about sharing meaningful, authentic content that informs, inspires, and brings people together.