



# Building Brand Recognition – Making Your News Unmissable

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Welcome!  
[www.SocialMediaAndMarketing.com.au](http://www.SocialMediaAndMarketing.com.au)

# Hey, there I'm Jenn

Author of Small Town Big Impact –  
107 Simple Marketing Strategies for Regional Business Success

SMALL BUSINESS MADE SIMPLE PODCAST  
(Top 1.5% globally!)

Blogger, International Keynote Speaker, Community Builder

Speaking, Marketing & Social Media Business 8+ years

Founder & Sole Owner of Social Media & Marketing Australia

Owned & Operated a retail store in a regional area for 7 years

But it all started here .... in law for almost 20 years



# Three HUGE Marketing Qs

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1. WHO is your WHO
2. Where do THEY hang out?
3. What do you want to be FAMOUS for?





# Let's talk about YOUR brand.

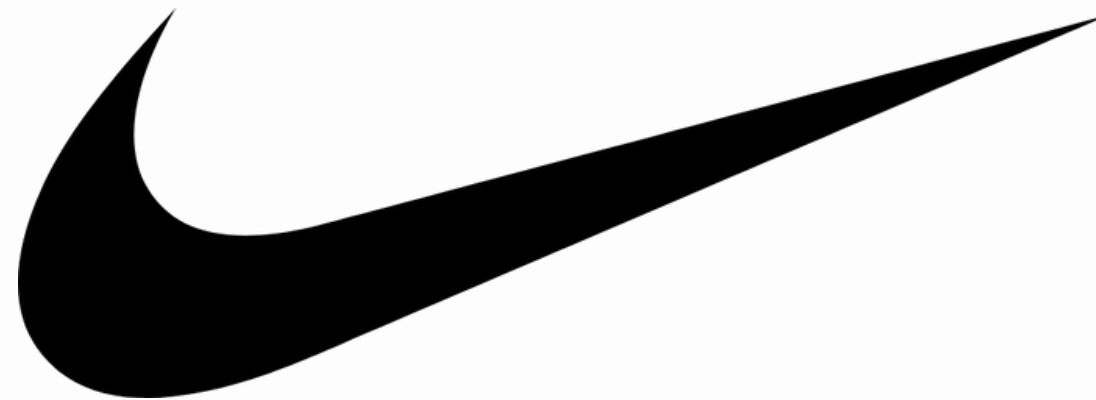
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# Let's talk about YOUR brand.

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When I say the word BRANDING, what do you think of?



# But, it's actually ...

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## A Brand is really

- Your reputation,
- your voice,
- your promise to your community.

And right now, communities are craving connection and trust – that's where you come in."





# Your Community Voice

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## One Small Change = Big Change

Small changes in the way your market can lead to big-ish changes for your community.

[Editor's Name]



# In a sea of clickbait and AI-written content, your local audience is desperate for trustworthy, real, relevant reporting

## The Data ..

The average person sees between 6,000–10,000 brand messages a day (Forbes), and attention spans have shrunk to under 8 seconds.





# Big Media isn't just your competition any more ....



# Your competition is

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# Elephant in the Room ...

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The Generational Shift





# Elephant in the Room ...

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## The Generational Shift

LINA members are battling against a real generational shift in how people consume NEWS.

BUT the big players don't have what you have

COMMUNITY CONNECTION &  
LOCAL CONTEXT.

We need to lean into that.



# You need to be showing up as a recognisable, consistent local brand





# You need to be showing up as a recognisable, consistent local brand

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How are you showing up?





# We are NOT building logos, we are building Legacy



# Branding needs to make people feel



Branding needs to make people feel

Branding needs to stop the scroll





# Branding needs to make people feel

# Branding needs to stop the scroll

And long after the newsprint fades, your community will remember  
how you made them feel seen, heard, and understood.  
That's legacy.



# Legacy

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What do you want your newspaper to be known for, remembered for, spoken about at the community BBQ?



# Stories ... What's Yours?

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When was the last time you shared YOUR story?

The last time you shared

- your “why we exist” story
- Introduced the team - who are they really? Who are they in their community?
- Shared human stories about the journalists who write about local issues - what's their why?
- your “where we're going” vision - what do you want to build for your community and what's the role of news in that?

Storytelling over Reporting!





# For example

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- A small-town newsroom that ran its first-ever Indigenous Voices series after a local elder suggested the idea. It started with one story and turned into a monthly feature. That newsroom became a bridge for reconciliation in their community – and gained new readers in the process.
- One publisher started writing weekly editor notes about what it's like running a local paper – the challenges, the pride, the late-night pizza deadlines. Readers started emailing back saying, 'Thank you – I didn't know what went into this!'

Trust. Legacy.



# Where's the G.O.L.D?

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Personalised StoryTelling is Where the Gold is. People trust people. Not algorithms. Not institutions.

- show the human side to what you do - humans behind the headlines!
- video, video, video - raw is great. QR codes for print to lead to videos
- Add author bios to your articles - *Aimee grew up on a diary farm just 15 minutes from here.....*
- Create human content - *a day in the life of [insert person]*



# Video, Video, Video

## Video help

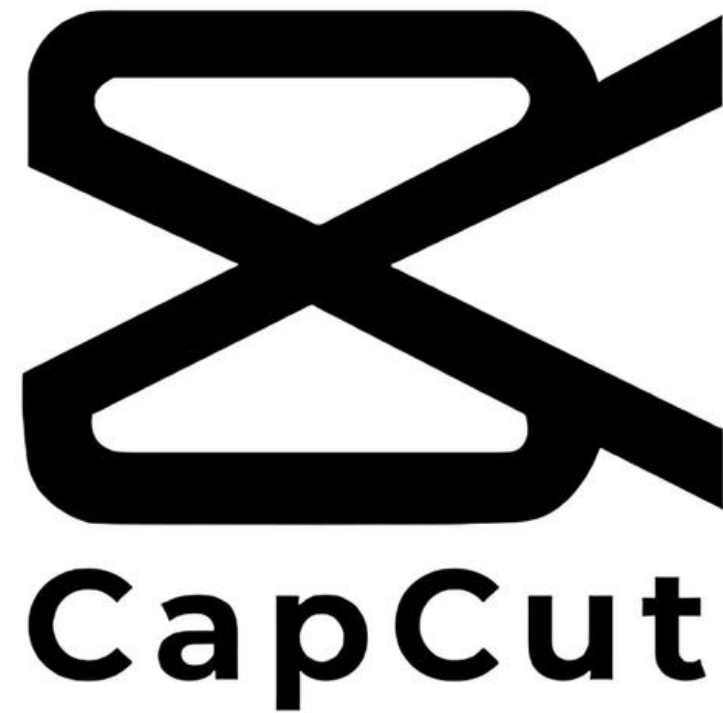
- Film vertically (portrait mode - makes it repurposable)
- Keep it short - some under 60 seconds, some up to 3 minutes
- Always include captions
- Don't over edit - keep it real and unpolished (within reason!)





# Video Tools

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**Inshot**





# Question ....

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What's one story you could tell this week that shows your WHY?



# Okay - let's think branding

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## Does Your Branding Need an Audit?

When someone visits your

- website
- newspaper
- social media
- or googles you ...

Do they *instantly* know it's you?





# Checklist

## Logo

- high quality?
- readable on mobile?
- used consistently?

## Colours

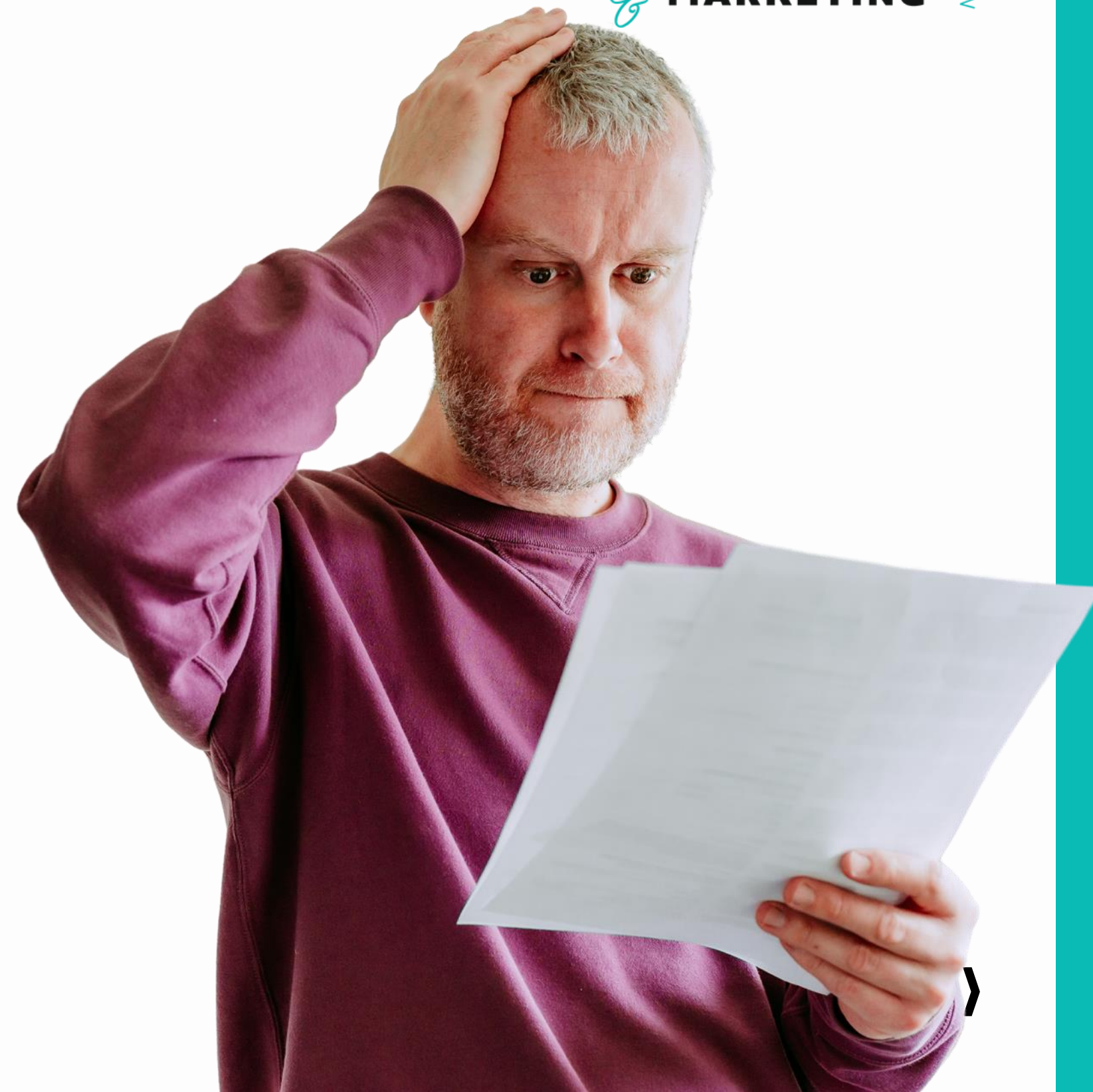
- same colour palette across all platforms?

## Fonts

- consistent?
- legible (especially online and on mobile)

## Tone of Voice

- does your writing/talking style match across print, website, email and socials?





A consistent brand acts like a familiar face in a crowded room – it makes people stop, lean in, and say, ‘Oh, I know them. I trust them.’

# Free or Low Cost Tools to Keep It Simple

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**ilodesk**



# The Takeaway ...

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Before your next post or newsletter goes live, do a 30-second check: Does this look and feel like us? If not – tweak it. Consistency wins trust.

*Make your brand feel like your favourite coffee order – instantly recognisable, comfortingly consistent, and a little bit you.*





# Local Visibility = Local Relevance

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You can't be top of mind if you're out of sight. Show up in places that matter to your community.

Where does your community live?


- online - where?
- school drop offs?
- local footy games?
- the bakery? the supermarket?
- that local Facebook group that shares lost dogs!?
- the library?
- the post office?
- the dentist?



# Repurpose is your BFF

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Yesterday's strong headline is tomorrow's pull-quote poster on a local billboard or the conversation starter on the community radio.



micro viruses  
Excel, both of mic  
**VISIBILITY** the imm  
agers gain from SU



# Maybe it's about co-branding opportunities?



## Co-branded campaigns or Sponsored Events

"Shout-Out Saturday" – your newsroom sponsors a local shout-out on radio or social every week

"Stories from the Sideline" – feature a volunteer of the week - highlight the people behind the success of the sporting club

Local Awards or Nominations – Best Customer Service? Local Heroes? Favourite Teacher? (Your name is on every nomination form and Facebook share)

Bonus: Co-branding spreads the marketing load—and the love.





**\*\* Who are the micro-influencers in your community? \*\***



We don't just report on the community. We **BELONG** to the community.



Your brand doesn't grow by hiding behind the headlines. It grows by showing up, being seen, and being part of the community conversation.

# Master Content that Connects

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Your content is your brand voice — and your biggest asset. Use it wisely, repurpose it boldly.

Do you have 4-5 key content pillars that reflect what YOUR audience cares about most?

- Local news stories
- Local business features
- Opinion and editorial
- Behind the scenes/meet the team
- community events and celebrations

Others?



# One story - many uses

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You don't need MORE stories, you need smarter content flow.

- Print story
- Instagram Reel
- Email Newsletter
- Podcast snippet
- YouTube Short
- Short Interview
- Facebook Post
- Billboard QR code





# 7-11-4

Repetition Builds Recognition

7 Hours of Content

11 Touchpoints

4 different locations/platforms



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# Your turn

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How can you reuse a story?

WITH JENN DONOVAN  
**SOCIAL MEDIA  
& MARKETING**



# Quick Wins

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- Choose one story a week to promote on three platforms in three different formats (e.g. web story, Instagram Reel, newsletter teaser)
- Create a recurring social series (e.g. “Tuesday Takeaways” or “Behind the Story Fridays”)
- Assign someone on the team the role of Content Amplifier— just 1–2 hours a week to promote what’s already been published





# Metrics Matter

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Not sure what your audience REALLY cares about?

The answer is in your data metrics.

The data doesn't need to be perfect, it just needs to point you in the right direction.



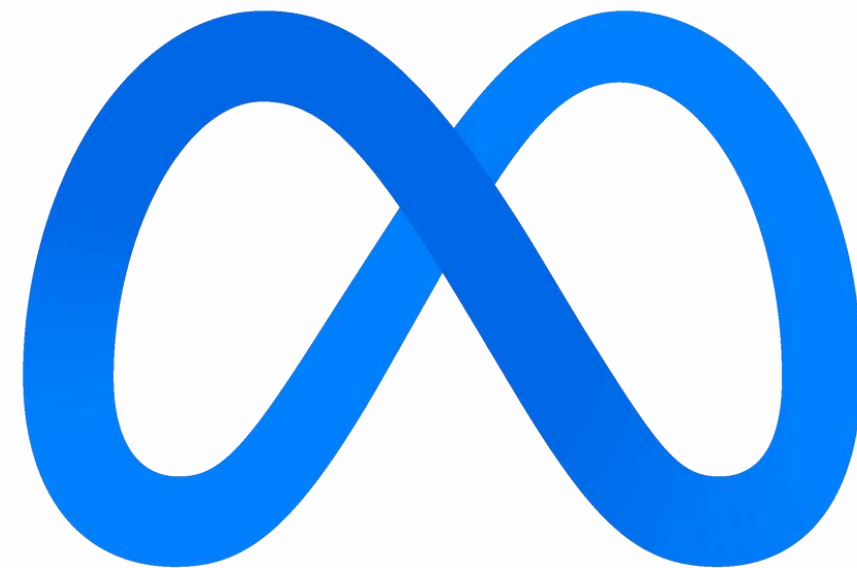


# What Data?

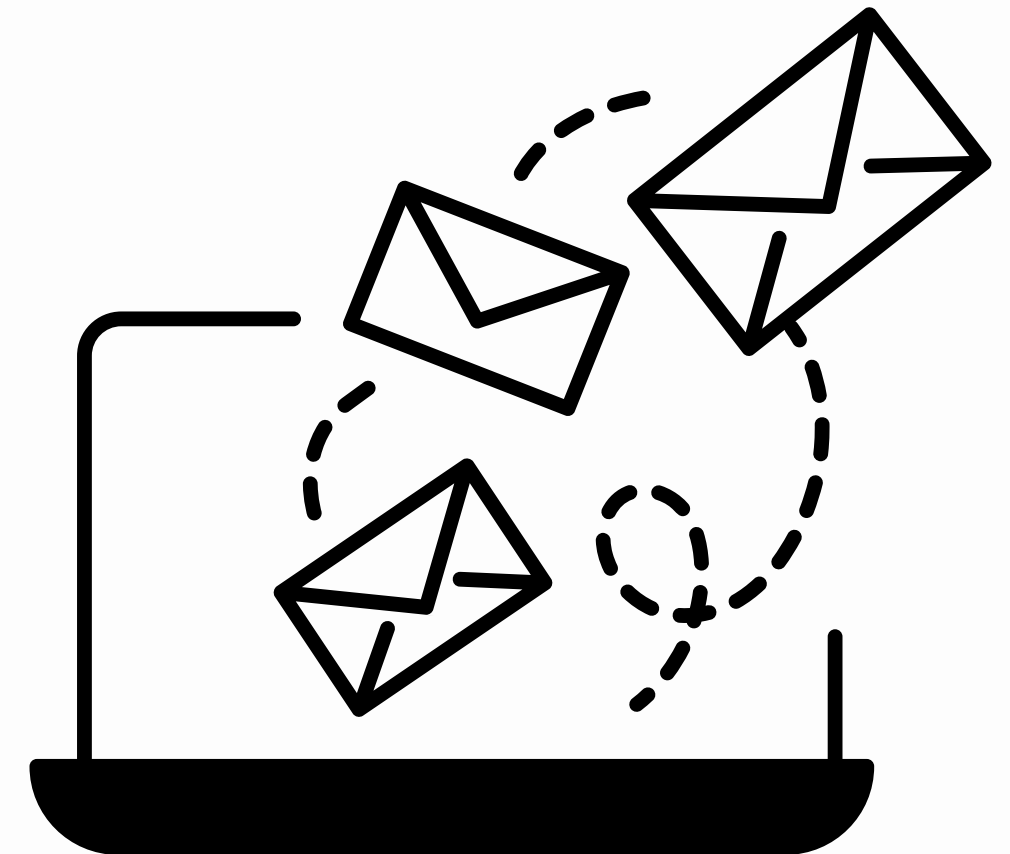
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Google Analytics



Meta



Homework: Pick just ONE metric to focus on this month. Watch it. Learn from it. Then tweak your strategy based on what it tells you.



# Quick Wins, Big Impact

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You don't need a full campaign to make a splash – small consistent actions can build serious momentum

## 1. “Did You Know?” Awareness Posts

- ☐ Write 3–5 fun facts about your newsroom (e.g. story count, behind-the-scenes, how you serve your community)
- ☐ Turn them into weekly posts for social media
- ☐ Use a consistent visual template or hashtag (#DidYouKnow, #BehindTheNews, #YourLocalNews)

## 2. Reshare Evergreen Content

- ☐ Find 3 old stories that still feel relevant or valuable
- ☐ Repackage with a fresh intro: “Still true today” or “From the Archives”
- ☐ Share across social, newsletter, and even print space (sidebar feature or pull-quote)



### 3. Branded Email Signature

- ☐ Add your logo or masthead
- ☐ Include a short mission or slogan
- ☐ Link to one current story, event, or subscription call-to-action
- ☐ Update monthly or as needed to stay relevant

### 4. Promote One Story in 3 Ways

Pick a story you're proud of this week. Repurpose it like this:

- ☐ Newsletter mention
- ☐ Instagram/Facebook post or reel
- ☐ Community group or Facebook Live mention





## 5. Highlight Your People

- ☐ Record a 30–60 second “Meet the Journo” video or quote post
- ☐ Share a team photo or a “day in the life” snap from the newsroom
- ☐ Use vertical video – short, sharp, and smartphone-friendly

## 6. Be Seen in the Community

- ☐ Drop off a print promo poster at a local café or library
- ☐ Ask a community partner to share one of your posts this week
- ☐ Sponsor or co-brand a local event, shout-out or story series



## 7. Know What's Working

- ☐ Check your website analytics – what's your most read piece this month?
- ☐ Look at Facebook/Instagram insights – what's your top post?
- ☐ Use that info to guide your next story or campaign



# My 3 Step Challenge to you

## 1. Audit Your Brand Touchpoints

Google your brand. Click your website. Check your socials. Read your email footer.

Ask: Does this all look and feel like one organisation – or five different ones?

Check:

- Logos, colours, fonts, tone of voice
- Recent social media posts: Are they recognisably theirs?
- Business cards, community signage, email templates





# My 3 Step Challenge to you

## 2. Tell Your “Why” on Social Media

Post something this week that tells your community who you are, why you do what you do, or what drives your newsroom. People connect with people – not mastheads.

Ideas:

- A short post from the editor: “Here’s why local news matters to me...”
- A team photo with fun captions
- A “Did You Know” fact about their behind-the-scenes efforts
- A vertical video story from a journo in the field



# My 3 Step Challenge to you

## 3. Start Building A Community Partner List

Who's already a community connector in your town? Write down 10 local schools, sports clubs, or community groups you'd love to partner with.

- Reach out to just one this week
- Propose a co-branded story, campaign, or event
- Offer a shout-out, ad swap, or sponsored content idea



“

## THE 72 HOUR RULE

What are you going to do  
in the next 72 hours after  
leaving here?

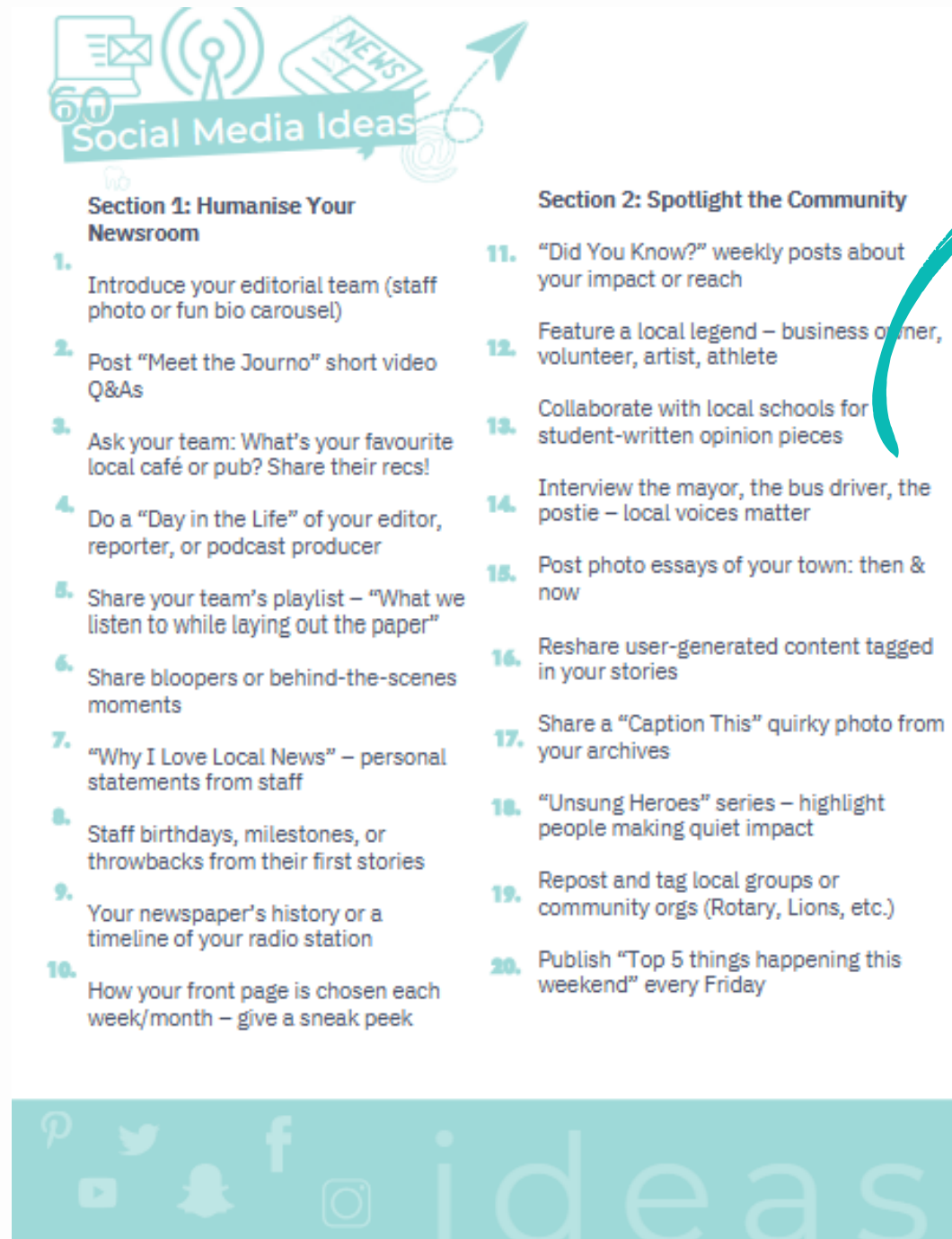
FIND YOUR UNREASONABLE FRIEND!

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# 60 Social Media Ideas

free







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**Jenn Donovan**

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MARKETING MENTOR/COACH

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# Thank You

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