

**"The Honest Spin Doctor: Navigating the Media Maze"****Practice Management Nugget ©  
Webinar Learning Guide**

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A Media Release or Press Release is one way to get your message to the media. When is your message 'advertising' and when is your message 'news worthy' or 'community interesting'? Key points to consider are:

What can your practice do to develop a community interest event to include in your practice promotions and marketing?

Each organization needs a communications policy. Who is your media spokesperson? Have you prepared and reviewed your communications policy?

Each organization needs a social media policy. How do you provide education to your staff about your social media policy?

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