



# **Local Group Protest Comms Guide**

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# Social Media and Photography

## Why should we record and photograph our Local Group protests?

- It allows content to be shared on national and local Republic social media accounts.
- It gives the press evidence of protests against the monarchy, to be used in articles
- It gives the opportunity to archive photography and videography of our protests.

## What do you need to record and photograph our Local Group protests?

That's pretty simple. All you need to record and photograph a Local Group protest is one volunteer from your group with a decent-quality phone camera, who will take photos and videos during the protest.

## What should you record and photograph at a Local Group protest?

There are two basic shots from Local Group protests that will be key for gaining social media exposure when posted during, or after, the protest itself.

### Photo

- A picture of the protest itself, preferably from behind, in front, or within the protest. Zoom into **Example 1, 2 and 3** below for more info.

		
<p><b>Example 1</b> (Edinburgh Local Group Protest, July 2024)</p>	<p><b>Example 2</b> (Commonwealth Day Protest, March 2024)</p>	<p><b>Example 3</b> (Scottish Coronation, July 2023)</p>

### Video

- A video of the protest as the royal in question arrives, preferably with a view of the royal coming in, accompanied by chanting from the protest. Click on the links above **Example 4, 5 and 6** below for more info.

<a href="#">Click here</a>	<a href="#">Click here</a>	<a href="#">Click here</a>
<b>Example 4</b> (Edinburgh Local Group Protest, July 2024)	<b>Example 5</b> (SOoP, November 2023)	<b>Example 6</b> (York Maundy Thursday Protest, April 2023)

**What should you do after you’ve documented your Local Group protest?**

Time is key after you’ve taken photos and video of your Local Group protest. If you have a Local Group social media account, make sure to upload videos and photos of the protest to it ASAP!

Meanwhile, also make sure to share photos and videos of the protest with the Comms Team and Protest and Activism Team as soon as they’ve been taken\*. This will allow Republic to publicise your successful protest on our national social media accounts - this is crucial to gaining publicity for your protest, as shown by Edinburgh Local Group’s protest in July 2024, which was viewed over 145,000 times on Twitter alone.



*\*Direct contact information (Via WhatsApp) for both teams will be distributed to Local Groups once they’ve confirmed a protest will take place.*

### **What other resources are available for Local Group Social Media?**

There are a number of resources available for Local Groups relating to them setting up and running social media accounts.

One such resource is the recent Social Media Activism Workshop, which outlines how to set up social media accounts for Republic Local Groups. Slides from that workshop are available [here](#).

If you need any further support on social media, make sure to contact the Republic Comms Team at [ben@republic.org.uk](mailto:ben@republic.org.uk).

# Press

## **Why is press coverage important for Republic protests?**

Press coverage of Republic protests is the easiest way to get our message to reach a wide audience of supporters - coverage of Local Group protests acts in exactly the same way.

## **How do we achieve press coverage?**

Press coverage is achieved by either:

- a) Having reporters on the ground of protests.
- b) Sending out press releases via Republic's press release system slightly before or just after protests.

Press releases are short documents sent to press contacts, which provide a base of comment from Republic for articles about protests.

## **How can Local Groups achieve press coverage with their protests?**

Although Republic will distribute press releases centrally, it's important for Local Groups to be able to compose their own press releases, including comment from local volunteers. Doing this shows there is a network of locally-based Republic activists all over the country.

Formulating and distributing press releases for Local Groups is done via this two-step process:

### *Step One: Writing a Press Release*

Although press releases should be tailored for each and every event, there is a rough framework that most press releases can be written around. Each point of structure outlined below should equal roughly one short/medium sized sentence.

#### **PRESS RELEASE**

(Headline of press release)

#### **What happened?**

#### **What's the context?**

**Give an example of the context.**

**Speaking for the Republic (XYZ) Local Group, (Name of activist) said:**

'(Explain the situation in one quote)'

'(Justify the protest in one quote)'

Read below some examples of prior Local Group Press Releases, contained in **Examples 7 and 8.**

### **Example 7**

#### **PRESS RELEASE**

#### **Anti-monarchists in Edinburgh protest Order of the Thistle ceremony: PHOTOS and VIDEOS**

Local anti-monarchy activists from Republic Edinburgh have for the first time protested the Scottish ceremony held at St Giles.

Following on from last year's Coronation protest, Republic Edinburgh's presence at the ceremony today reflects the growing anti-monarchist trend in Scotland.

As the UK prepares to go to the polls to exercise their democratic say in who runs the country, residents in Edinburgh have no say in paying for a lavish ceremony for an unelected monarch in their city. Instead, during a cost of living crisis, Edinburgh taxpayers are unfairly having to fork out thousands for this royal visit without any benefit to the city or its residents.

Speaking for the Republic Edinburgh Local Group, Francine Love said:

The latest Scottish poll shows that fewer than half the people in Scotland support the monarchy. We believe it's time to showcase the democratic alternative to this outdated institution - an elected head of state.'

'That's why local campaigners took action today, protesting against a lavish royal visit funded by taxpayers which local residents neither have a say in, or benefit from.'

A spokesperson from the Republic Edinburgh local group is available for comment.

PHOTOS and VIDEOS of the protest are available [here](#).

### **Example 8**

#### **PRESS RELEASE**

#### **'Drag queens, not royal queens': Anti-monarchists join Bristol Pride march**

For the first time, Bristol Pride was joined by local members of the UK's largest anti-monarchy group, Republic.

A poll by Gay Times last year revealed that the vast majority of the LGBTQIA+ community wants to see the monarchy abolished.

Pride is a protest and the LGBTQIA+ community has a long history of fighting for justice and equality. Along with marching in Bristol Pride, Republic supporters will be setting up a

LGBTQIA+ and Allies for a Republic group.

Local drag legend Vaccine attended the march with Republic, saying today:

“I marched with Republic Bristol today as I believe the monarchy is an outdated institution and the UK needs a democratically elected head of state.”

“2024 is the year of the Drag King - not the king currently on the British throne!”

Graham Smith, CEO of Republic, joined the march as well, commenting:

“I’m really excited to see Republic supporters get involved with pride. Both movements focus on the importance of equality, where we can all be respected as equal citizens. The republican movement is inclusive, diverse and exciting.”

PHOTOS are available [here](#).

### *Step Two: Sending the Press Release to Republic Comms Team*

Press Releases should be written in advance of any protests themselves and sent over to the Republic Comms Team\*. Immediately after the protest and the receipt of photos and videos from the protest, the Republic Comms Team will distribute the press release to national outlets.

Local Groups are encouraged to send their press releases separately to any local press contacts they may also have.

### **What other resources are available for Local Group Social Media?**

There are a number of resources available for Local Groups relating to handling press.

One such resource is the recent Media Training Workshop, which outlines how to handle press as Republic Local Groups. Slides from that workshop are available [here](#).

If you need any further support on press, make sure to contact the Republic Comms Team at [ben@republic.org.uk](mailto:ben@republic.org.uk).

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