

Media kit

[Literature](#), [Russian Literature](#)



In the contemporary times, technology has greatly facilitated communication. Internet and social media have emerged as major platforms of social hubsthat transcend class, age, gender and geographical boundary. Indeed, the synergistic mix of promotional channels is effective and efficient way of reaching across wider set of people. Virtual communities have gained tremendous success through social media like Facebook, twitter, YouTube etc. (Albert, Flournoy & LeBrasseur, 2009). Through the use of social media, the fragmented Maltese communities in Australia could get a new lease of life to rejuvenate and maintain its fast losing cultural identity. CCMSRC therefore needs to exploit these channels to deliver its objectives to younger Maltese population that is increasingly losing their traditions and culture. The media kit for engaging young Maltese population would feature extensive use of social media.

The media kit is a vital ingredient of communication that uses myriad ways of releasing important information regarding community activities. The kit for CCMSRC would include media release, information sheet about the events and the client. Most importantly, the invitation letters would be posted on all the social media and website so that it gets wider audience cutting across the culture, race, age and nationality. This is one of the key objectives of the media kit as it would help to revitalize and mobilize constructive energy not only from the young Maltese population in Central Coast but also from different parts of Australia and the world. Chanan and Miller (2013) believe that fundamental building block of community life relies on the effective communication and social networking. Thus, media kit that is designed to target wider segment of population, especially young Maltese population in

Australia would help inject young blood in the flagging CCMSRC.

1. Media release

CCMSRC is important organization in Australia that helps to keep alive the Maltese traditions and culture. It organizes various events and festive celebrations for members in Central Coast, Australia. The media release is intended to enable the members to become proactive participants in the events and inject new ideas. Community development involves understanding the social changes and adapting them within their own culture in order to maintain their unique identity within the diverse populace of the globalized world (Homan, 2011). Media releases therefore have emerged as critical paradigms of the cultural activities of the communities. All social media like Facebook, twitter, website etc. would be used for releasing pertinent information regarding social activities of the organization.

2. Information sheet

The press release in social media would be in the form of information sheet regarding the social events and community activities. It would also have detailed information about the organization and its objectives that would be shared with the digital community. Words and language play key role in describing events and experiences which impact the psyche of the readers. As such the information sheet would be succinctly worded to avoid any ambiguity and attract young Maltese population.

3. Invitation letter

Open invitation would be issued to the virtual community for the Maltese Festa so as to create greater awareness about the Maltese culture. At the

same time, the existing members would get the invitation through email.

(words: 524)

Reference

Albert, S., Flournoy, D., and LeBrasseur, R., 2009. *Networked Communities: Strategies for Digital Collaboration*, Information Science Reference, Hershey PA.

Chanan, G., & Miller, C., 2013. *Rethinking Community Practice: Developing Transformative Neighbourhood Policy*, Bristol.

Homan, M, S., 2011. *Promoting Community Change: Making it Happen in the Real World*, Brooks Cole, Belmont C, A., pp. 113-149.