

## Freelance PR Brief: Get Online Week 2026

### Project Overview

We are holding our annual digital inclusion campaign [Get Online Week](#) in October aimed at closing the digital divide. The three month PR campaign supports Get Online Week by highlighting real world impact stories and driving reach and awareness. We are seeking an experienced freelance PR professional to drive our media strategy, prepare our case studies, and secure high-impact coverage.

- **Duration:** 3 - 4 months, with scaled activity leading up to campaign week
- **Date:** July - October, Get Online Week is being held 19 - 25 October 2026
- **Reporting To:** Cass Strakosch, Head of Engagement & Learning

### Get Online Week PR Campaign Audiences

#### Primary:

- General public - People 50 + to learn about Get Online Week and to attend an event
- General public - People younger than 50 ([more at risk of digital exclusion](#)) to learn about Get Online Week to attend an event or recommend others to attend

#### Secondary:

- Decision makers and government - Profile raising opportunity for Good Things and digital inclusion
- Stakeholders and sector - Campaign profile rising

### Scope of Work & Project Stages

#### Stage 1: Preparation & Asset Creation

The focus of the first stage is building a solid foundation, centering our campaign around human-interest stories, soft pitching to journalists and preparing our materials for the media market.

- **Develop media pitching strategy for campaign:** Create plan to leverage Get Online Week and achieve expected results. A consumer research will be conducted, giving key stats to support media and angles. Research questions can be reviewed together to ensure before going to market. Conduct initial outreach to journalists to prepare pitching/story strategy.
- **Case Study Engagement:** Conduct pre-interview chats with our case studies (individuals impacted by digital exclusion/inclusion programs) to extract compelling narratives while ensuring they feel safe, supported, and comfortable.
- **Media Training & Briefing:** Prepare these real-life case studies for potential media interviews. Provide them with actionable tips, conduct mock Q&As, and ensure they understand how to speak comfortably to journalists.
- **Spokesperson Kit:** Develop a comprehensive briefing kit for both our internal spokespeople and our case studies. This should include core campaign messaging, key statistics on digital inclusion, and a "frequently asked questions" guide (including handling tricky questions).
- **Media Release Writing:** Draft a highly media friendly, professionally structured media release & pitch pack that weaves trends, expert thought leadership & Good Things owned research together with our human-interest stories.
- **Long lead pitching:** Secure long lead media coverage in major podcast or print magazines.

## **Stage 2: Media Outreach & Event Support**

The second stage shifts entirely into execution, relationship management, and securing active press coverage, leading up to and including Get Online Week campaign week.

- **Media Distribution:** Package and distribute the approved media release to a targeted list of national, regional, and sector-specific (tech, social impact, education) journalists.
- **One-on-One Media Pitching:** Go beyond mass distribution. Conduct tailored, proactive pitching to key editors, producers, and journalists to secure exclusive features, opinion pieces, or broadcast interviews.

- **Media interview scheduling:** Booking and scheduling interviews with spokespeople, briefing journalists/producers, be the key contact and provide pre and post interview support.
- **Event Media Management:** Attend campaign-related events or interviews where media presence is confirmed. Act as the on-site press contact, managing journalist arrivals, facilitating interviews, and supporting our spokespeople.

### **Stage 3: Post campaign debrief**

Close out the campaign by sharing insights, contact lists and major achievements with Good Things, alongside lessons learnt, insights and ideas for future Get Online Week campaigns.

### **Expected results**

Campaign KPIs:

- Total traditional media reach of 20M
- At least 1 high profile piece of coverage on TV and/or major national newspaper
- At least 1 high profile piece of coverage in long lead media eg podcast interview
- Syndicated news, print and digital media coverage reaching people at higher risk of digital exclusion (eg older people, people with disability, low income earners, First Nations, women)
- Syndicated radio coverage reaching people at higher risk of digital exclusion (building on previous campaigns)

## Key Deliverables & Timeline

<b>Timeline</b>	<b>Milestone Deliverables</b>	<b>Days/week*</b>
<b>July / August</b>	Case study interviews completed, media plan created, long lead pitching and relationship building commenced.	1 day/week
<b>September</b>	Delivery of spokesperson kit, media training sessions completed, media release created & signed off.	2 days/week
<b>October</b>	Media pitching, media release distribution, secure coverage and schedule interviews.	4 days/week
<b>Get Online Week</b>  <b>19-25 Oct</b>	Get Online Week coverage, assist and coordinate interviews, attend events with media and in person media interviews (TV)	Full time
<b>October/November</b>	Wrap-up report sharing insights, contact lists and major achievement. Include lessons learnt, insights and ideas for future Get Online Week campaigns.	1 day/week

\*Days/week is an estimate for reference only. Discussion with freelancer will determine efficient costing and time needed to achieve campaign goals.



## Who we're looking for

- Proven track record in social impact, tech-for-good, or non-profit PR.
- Exceptional empathy and communication skills, particularly when working with everyday people/vulnerable communities as case studies.
- Strong, active relationships with tech, lifestyle, and news journalists and experience generating excellent coverage and leveraging opportunities.

**How to Apply:** Please send through a brief overview of your relevant experience, 1–2 examples of campaigns where you successfully pitched case study stories & social impact advocacy with coverage snippet, and your proposed retainer fee for this project. Email Cassandra to [cass@goodthings.org.au](mailto:cass@goodthings.org.au)