



Channels to promote Right to Know Week 2016 and your organisation's involvement as a RTK Champion

Right to Know Week is a great opportunity for your organisation to promote its commitment to Open Government in Action. Even if you haven't signed up as a RTK Champion, you can still promote your organisation's commitment to the principles of Open Government, building the trust of your stakeholders.

Promote the theme and messages of Right to Know Week 2016 by:

- Printing and/or displaying [IPC resources](#) at customer service counters and/or noticeboards, or upload links to your website/intranet and link to our website www.ipc.nsw.gov.au
- Printing and displaying the [RTK 2016 posters](#) around your office (agency version) and customer service areas (public version).
- Asking your local paper if they want to be a media partner for your RTK 2016 messages and activities.
- Including an article in your regular monthly e-newsletter or print newsletter. See suggested copy on our [RTK16 resources page](#).
- Publishing an online article on your intranet and/or website. Use the RTK logos.
- Social media posts – on Twitter, Facebook or Instagram. Encourage your followers and subscribers to share your messages. You can use the suggested social media posts provided in the Champion Collateral Kit, or develop your own. Use the hashtags #RTK2016 and #opengov. Don't forget to tag us on Twitter @IPCNSW so we can share your messages.
- Host a staff morning or afternoon tea during RTK 2016 Week and use the opportunity to remind staff of the role they play in supporting Open Government in Action: maintaining accurate records, proactively releasing information, inviting and managing community consultation on projects. Look out for our Infographic which will be available soon on our [RTK16 resources page](#). You can upload and display it on screens in and around your office.