Promoting your brand

Chapter 3.1 Creating a National Federation brand	p 79
Chapter 3.2 Promotional activities	p 85
Chapter 3.3 Media relations and operations	p 91
Annex C FINA Press Releases	p 98
Chapter 3.4 Digital media and social networks	p 10 ⁻
Chapter 3.5 Winning story Brazilian Swimming Federation	p 107