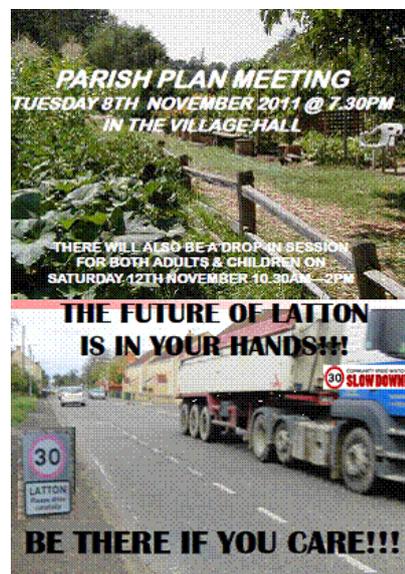


PUBLICISING YOUR COMMUNITY LED PLAN PROJECT

Why?

Why publicise? Perhaps that seems obvious, but it is important to be clear about what you want to achieve as this will affect both the messages and publicity methods that you chose. Your objectives might include:

- Informing people about community led planning and what it can offer
- Raising awareness of your community led plan project
- Encouraging people to get involved
- Letting people know about events and meetings
- Keeping people in touch with progress
- Seeking help and support
- Demonstrating and celebrating successes



Lyneham & Bradenstoke



**Farewell Albert
What now?**

**YOUR VILLAGE, YOUR
VOICE OR NO CHOICE?**

- Do you care about your village and what happens here?
- What do you want to keep and what do you want to change?
- Would you like to have a say in the future of your village?

Share your views (children welcome) over coffee at our 'drop in' Community meetings and stay as little or long as you like:

Tuesday 22nd November
Bradenstoke Village Hall 10am-2pm

Saturday 26th November
St Michael's Church Hall Lyneham 10am-2pm

Please come to the most convenient meeting – we're in this together!

BE THERE IF YOU CARE!

Who?

Be clear about who you want to reach with your publicity. We often focus on what we want to say and achieve, without thinking about the audience and how your message will be received.

- Who are you targeting?
- What are their interests and priorities?
- What message might appeal to them?
- What might encourage them to get involved?
- Do they have any particular needs – language, literacy, access?
- How do they communicate? Where are they likely to pick up information?

What?

Agree your message - it might be useful to try to encapsulate it in a couple of sentences! Keep it clear and simple – stick to the essential information and point people to a place to go for further details. Use active language, for example:

Passive: Additional information *can be obtained* from our website.

Active: *You can find* additional information from our website.

Avoid jargon. Make it personal and relevant to your audience. If you are publicising an event or meeting, ensure that you cover the following:

- What** – is the event or project about? (the facts)
- Why** – should people get involved? (the heart)
- Where** – is it taking place?
- When** – what time should they be there?
- Who** – is organising it and who can they contact for further information?

Be imaginative and maybe provocative – but don't scare people or they will come along with the wrong expectations and the meeting will lose focus!

YOUR VILLAGE - YOUR CHOICE



Do you care about Urchfont, and what happens here?
Would you like to have a say in the future of your village?

Come to the Village Hall on Friday 22 November - 7.30p.m.

Make your publicity attractive and colourful (if you have the budget). Use photos, video, cartoons, pictures, banners and slogans to catch the eye and make your publicity really **stand out!** It may be worth developing a project logo or colour scheme to give your publicity instant recognition.



How

There is a wide range of possible publicity tools that you can use. Here are just a few examples:

- ✓ Posters
- ✓ Flyers
- ✓ Newsletters
- ✓ Press releases
- ✓ Banners
- ✓ Displays
- ✓ Emails
- ✓ Group texts
- ✓ Websites
- ✓ Social networks
- ✓ Shop window displays
- ✓ Events
- ✓ Publicity stunts
- ✓ Word of mouth

Your choice of tool will depend on your objectives, your audience and your resources. Don't forget word of mouth as this can be the most effective means of getting the message out, particularly in smaller communities! Encourage members of your group to spread the word directly to their contacts and networks.



Social media provides exciting opportunities to get your message out to a wider audience at little or no cost. It can be great for targeting young people but don't forget that people of all ages are now becoming far more social media savvy too! See our guidance on Social Media Tools for Communities for further information. Many people still don't use online communication tools however, so you will inevitably need to use a mix of methods to reach all sections of your community.

You should aim to make your publicity accessible to all through use of clear typefaces, a reasonable font size (at least 12 pt if possible), good contrast etc. Consider whether you need to offer information in other languages if you have a culturally diverse community.

Where

Think about where your target audiences are, where they go and where they are likely to hear about or see your publicity. In dispersed rural communities you may need to drop something door to door. Elsewhere, you may be able to make use of local notice boards and community meeting places such as local shops, pubs, cafes, halls, schools, and doctor's surgeries.

Make use of local events and activities, as well as local clubs, organisations and other community groups and networks to spread the word.

Some people may rely more on digital information that they can access when and where it suits them e.g. out commuters, weekenders or young people.

When



Think about when to release your information. Too early and the flyer or article will be filed and forgotten. Too late and people will have other commitments on the day of your event or meeting.

One of the advantages of online tools and social media is that you can have more than one go at sending out your publicity, by sending out reminders, building interest in the event or project by regular blogging or tweeting about preparations for the day or interesting stories about the event or the people involved.

If you are sending out a press release, make sure you check the copy date/time for local newspapers and ensure that you get it in before that deadline.

Did your message get through?

Don't forget to review your publicity afterwards. If you are holding an event – why not ask people how they found out about it. Check out who attended. Are they representative of the community as a whole? If not, consider how you might change your publicity to appeal to wider audience next time.

Further information

For further information, contact us at:

01380 732826 or 732801
enact@communityfirst.org.uk

EnAct is a service provided by:

