

PROMOTE YOUR EVENT

LOCAL PROMOTION TIPS FOR ONLINE & OFFLINE

Promoting your Speak Up Week event in your community is a great way to get new people involved beyond your group. It will ensure that many more people in your area know about your event (even if they don't attend), and will make it feel a bigger part of your community.

PROMOTION IN YOUR AREA

WORD OF MOUTH

- Don't underestimate the power of conversation! Start by telling your friends and family.
- If you're part of a community group, use your meetings and newsletters to let them know about your event and encourage them to tell their friends - and friends of friends.

POSTERS & FLYERS

- Add the details of your event (date, time, etc) to our template posters and flyers, and print some off. Download them online at speakupweek.org.uk
- Stick up posters and leave flyers wherever you think they might get attention—areas with lots of pedestrian traffic are good.
- Many local shops will be happy for you to display your posters in their window and leave flyers for their customers.
- Don't forget libraries, office notice boards, cafes, launderettes and anywhere else people gather. Check with your local authority before putting posters up on public property.
- Remember to take your posters down and collect your flyers after the event—it's good etiquette and you can ensure they're recycled too.

SIGNS

- Catch the "passing trade" with a large sign, maybe someone from your group can put their painting skills to the test.

LOCAL PUBLICATIONS

- Newsletters: With enough advance notice, you can ask the editors of newsletters even vaguely linked to your area, or linked to the environment to put your event in their next issue. It could be the newsletter of a school, an arts organisation, a 'friends of your local park' group body, or a similar group in the area.
- Politicians' newsletters: Ask your local MP to mention your event in their next newsletter. Also ask whether you can leave flyers in your local representative's office.
- Council publications: Most councils produce regular paper or email bulletins. Ask to have your event listed, they normally have a long lead time, so you'll need to plan ahead.

PROMOTION ONLINE

REGISTER YOUR EVENT ON THE SPEAK UP WEEK MAP

We'll be showing off all of the great events that are being planned across the UK on an online map at speakupweek.org.uk. When you add your event to the map, others in your area can join in and take part—and might even inspire others to organise a similar get-together! To add your own event:

- **Sign up as a local organiser.** This shows us and others in your area that you are organising an event as part of the Week of Action. All you'll need to get started is your name, email address, and postcode.
- **Create your event.** You can add an event as soon as you've registered as an organiser. Don't worry if you don't have all the details yet, you can log back in at any time and add more information.
- **Let us know if your MP is coming.** Once you've invited your MP along to your event, let us know if they're coming by editing your event and clicking the 'My MP is coming' box. This helps us keep track of how many politicians we're reaching.

If you can't organise an event but would like to attend one, sign up to the map and click 'My constituency events' to see events happening in your area or 'All events' to see events happening across the country. No matter what you choose, you can register your interest and find out more about each event by clicking the grey 'Attend Event' button.

SOCIAL MEDIA

If you have a Facebook profile you could:

- Write about your event on your Facebook profile so that your Facebook friends hear about it.
- Set up an event page. You can use this as a "website" that people can go to for more information, when promoting it elsewhere (e.g. e-mails and posters), as well as on Facebook. To do this, go to the 'more' tab on the bar underneath your picture on your Facebook page, then 'events' page and then 'Create Event'.
- When posting about the event, 'tag' other groups or people*. This highlights your post or event to those groups. To do this: use the '@' sign before typing in their name e.g. '@Woolton Women's Institute' - when Facebook has found them the '@' will disappear on its own.
- Post the event to your friends' Facebook profiles (just the ones you think might be interested!)
- Search for other groups and people that are related to your cause and post the event on their profiles or pages as well - writing a personal message can also help to get people interested.

Top tip: It's worth including a photo with any posts you write or pages you set up. Photos are great for getting people's attention.

If you have a Twitter account you could:

- Tweet the date and time of your event and link to a webpage, or Facebook event if you have one.
- Use the hashtag #SpeakUp, so people can see that all the local events are linked.
- Use pictures as much as possible with your tweet. These attract a lot of attention on Twitter: You could use pictures of people preparing for or promoting the event, the location of the event and anything funny, unexpected or lighthearted which will catch people's attention e.g. a cat walking through the door to your event.
- Try something like this: "Join us in July for a climate heart-to-heart with our MP #SpeakUp for everything and everyone you love [insert link to your event]".
- You can draw attention to your event by 'tagging' local groups* that might be interested To do this: use the '@' sign before typing in their username e.g. '@Woolton Women's Institute'.
- You could also tag your MP - to remind them about the event, or if you're having trouble pinning them down - but please do be polite! You can find your MP's twitter name if they have one at www.tweetminster.co.uk/
- You can also get the attention of new people by having a look at other hashtags that are receiving attention (or 'trending') locally, and including any in your tweet. This means people following the popular hashtags might find information about your event.

Top tip: If you're tagging local groups, it's good etiquette to try to get in touch privately first - you can send direct messages, which are private on both Facebook and Twitter.

If you have an Instagram account you could:

- Take photos of posters and flyers prior to the event to share on Instagram.
- Closer to the date you could show people preparing for the event, pictures of the location of the event and anything interesting that will catch people's attention, find some ideas in the twitter section above.
- Use the Search & Explore function to find users and hashtags related to your cause and photo.
- Always tag your photos with the hashtags #SpeakUp and any other appropriate ones like #climatechange or #[your area] - the more hashtags on your photos the more engagement you will get.

LOCAL CALENDARS OF EVENTS

- Many websites including local councils, have general calendars of events, they'll be looking for more events to add.

EMAIL BULLETIN

- Send an email to those that have signed up on the map in your area, and members of any groups you're part of to let them know about the event (where, when, why, RSVP etc).
- You can issue a reminder closer to the date, and as plans get firmed up.
- In any e-mails to group members, ask them to forward your message to people they think would be interested in your event or to post the information on any site or notice board they think would be appropriate.

WEBSITES

- Be sure to put the details of your event on your website if your group has one, preferably on the home page. Anybody who hears vaguely about the event is likely to go to your website (or Google it) and look for the details there.

EMAIL SIGNATURE

- Add a paragraph to your email signature to let people know about an upcoming event. Try something like this: *"To celebrate the things that are precious to us we are organising a [walk/football match/ cake sale, etc] on [date] at [place]. For information about this and other upcoming events, please call XXXX on 07XXXXXXXX3 or email gxxxxxf@xxxx.com "*