

Show The Love 2017

Tips on promoting your event online & offline



Promotion of your Show The Love event is crucial for getting new people involved beyond your group. It will ensure that many more people know about your event, will see green hearts make their way through your community, and will get those conversations about climate change started.

Here are a few tips for making sure people know about your event:

Promotion in your area

1. Word of mouth

Don't underestimate the power of conversation! Start by telling your friends and family.

If you're part of a group, use your meetings and newsletters to let them know about your event and encourage them to tell their friends - and friends of friends.

2. Posters & Flyers

Print off our template posters and flyers from www.showthelove.org.uk and add the details of your event

Stick up posters and leave flyers wherever you think they might get attention - areas with lots of pedestrian traffic or car stops are gold.

Many local shops will be prepared to display your posters in their window and let you leave flyers.

Don't forget libraries, office noticeboards, cafes, laundrettes 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.

3. Signs

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

Put your sign up in a busy area and add balloons and flags to make sure it's noticed (check with your local council first).

4. 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 e-mail bulletins. Ask to have your event listed, they normally have a long lead time, so you'll need to plan ahead.

Promotion Online

1. Show The Love Map

We'll be showing off all of the great events that are being planned across the UK on an online map at www.showthelove.org.uk. The map will also show all the locations where you can pick up some green heart stickers to share the love in your community. If your event is open to the public you can promote your event on the map by sending details through to campaigns@theclimatecoalition.org

2. 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!) or 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 #ShowTheLove, 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 February to show your MP you care about climate change. #ShowTheLove for everything and everyone you love"

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. '@Chorleyfc'

You could try something like this: Join our event on [insert date] and #ShowTheLove for all the things affected by climate change. We'd love to see you there @Chorleyfc

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 #ShowTheLove and any other appropriate ones like #climatechange or #[your area] - the more hashtags on your photos the more engagement you will get.

3. Local calendars of events

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

4. Email bulletin

Send an email to 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 emails 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.

5. 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.

6. 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 gxxxxf@xxxx.com "

For tips on getting local media coverage and a template press release, visit www.showthelove.org.uk



The Climate Coalition is the UK's largest group of people dedicated to action on climate change and limiting its impact on the people, places and life we love at home in the UK and around the world, including the world's poorest countries. Together with Stop Climate Chaos in both Wales and Scotland we are over 15 million people from all parts of the UK.