



PUBLICITY

Our noticeboards and social media posts can be the first encounter someone has with us. How we say what we say is important. In this leaflet you will find some snippets of advice to start you on the publicity journey.

IDENTIFY YOUR TARGET AUDIENCE

- Know who it is you are holding the event for – be specific, age, church regulars, local community?
- How can you best reach them?
 - Online, posters, personal invite?
- Will your target audience be able to easily see your publicity?
 - Is it inside the building or out in the community?

EYE CATCHING

- Use bright, clear and legible fonts.
- Use attractive photos. Avoid clip art.
- Remember empty (white) space can help highlight the key details.
- Include all important information.
 - Description, date, time, location
 - Where to get tickets from? Can you pay on the door?

SOCIAL MEDIA

- Be connected! Join your local communities social media groups to access an additional platform of publicity.
- For a small fee you can 'boost' a post to become a targeted advert.

PLANNING

- People plan and commit at different speeds, so give reminders 2 weeks before, 1 week before, 2 days before and on the day. Keep in mind how frequently your core and fringe members attend your location.

MAINTAINING RELEVANT CONTENT

- Take down publicity from past events and be sure to replace any damaged, faded or crumpled posters.
- Keep it fresh - it can be good to change the design sometimes for frequent or repeat events.
- Think about where you put your notice so the maximum number of people will see it.

TOO MUCH OF A GOOD THING

- Our noticeboards can get very cramped when we have a lot happening - remember to prioritise.
- Make them pop! Maintain space between your poster, use separate pins and pin each corner.

