

Communications Tips

Communications are any messages you want to get out into the world. Social media and the amount of different ways of communicating can sometimes make this side of your group's work seem a little overwhelming, so we've put together this handy guide.

Audience: this is who you want your message to get to and will decide the type of language you use. Audiences can range from your funders, who you might need you to write up official reports, to your group members, who you might want to let know about events, activities or changes to your group, to the wider community.

Social media: this can be a great way to bring group members together and build a sense of belonging, but it's important to be aware that not everyone has access to, or wants to use social media. Facebook and Twitter are the most widely used and useful, especially Facebook where you can create a private group. You can use social media to stay up to date with other community groups, local organisations and funders too, as well as services like CASS!

Posters and flyers: these are great ways of promoting any events and activities your group is running. It can be an intimidating prospect if you've never designed a poster before, but you don't need to worry about programs like Photoshop! Microsoft Publisher is easy to use, or if you would prefer to work from a template, try www.canva.com. This is a free to use design website with thousands of poster and flyer template that you can change to make your own. Whether you're using Publisher, Canva or any other program, save your posters and images as a .jpg or .png image file rather than a PDF to make it easier to share electronically.

Photos and videos: these can be great for showing people what your group gets up to, and can be published on Facebook and Twitter, or on a group YouTube or Instagram page! You do need to make sure you have consent from anyone in a photo or video allowing you to make it public before you do so due to new General Data Protection Regulations. This sounds terrifying, but Voscur have put together some handy guidance here <https://www.voscur.org/core-categories/marketing-and-communications>



Mailing lists and phone lists: these are an easy way to communicate with your group members whether it's an email group or old-fashioned snail mail list. Be aware though that due to the new rules, you need written permission from members to hold any personal information like contact details. If your groups often has lots of news to share, www.mailchimp.com is a free to use website that allows you to design great looking e bulletins and track whether people are reading them.

Local papers: events and activities are free to promote in Bristol Voice newspapers <https://www.localvoicenetwork.co.uk/> and it's always worth checking with other local and community papers to see if they have similar upcoming events sections. Local papers are often interested in running articles if you have any successes or unusual stories to tell, which can act as great publicity!

Local radio: Bristol has two excellent local radio stations, <http://www.ujimaradio.com/> and <https://bcfmradio.com/bristolmusic> who may be able to promote events and interesting stories from your group. Ujima Radio broadcasts the Babbers show aimed at older people in Bristol, and a great way of getting your message to this hard to reach group.

General considerations

Who do I want to communicate with? Group / community / funders / trustees

What do I want to tell them? I'm running an event / I'm reporting on what the group have done / what's on offer if they join my group

When do I need them to know this? In time for the event / by a deadline

Where do my audience need find messages? Social media / local paper / poster

Why am I telling them this? I want people to come to my event / my group needs more members

Don't forget that part of the work CASS does includes promoting groups and sessions that improve mental health and emotional wellbeing! Feel free to send any posters, flyers or information to info@cassbristol.org and we can share this via e-bulletins, social media and our local contacts.



BUILDING EMOTIONAL RESILIENCE IN COMMUNITIES

