

Ideas for Promoting Your Group or Project

Promotions are essential to the success of a community group or a community project. There are a wide range of quick, easy and free ways to promote a group or what they do. It is also worth considering if a Community Group member, or someone they are close to, has skills or knowledge that could be helpful to carrying out promotional activities.

Community Directory

- Join the City of Wanneroo's Community Directory for free and advertise your group and projects at no charge. See the Community Toolkit's Marketing and Promotions content for further information.

Newsletters

- Develop a simple newsletter about your group (e.g. who you are, what you do, what's on, etc.) and drop them off at nearby locations where community members regularly gather (i.e. schools, shopping centres, sports clubs, etc.). Here they can easily be seen and collected.
- Distribute your newsletter by email and ask those receiving it to send it on to anyone else they know that might be interested.
- Ask local schools and/or churches if you can promote your group and projects within their own newsletters.

Social Media

- Start a Facebook page for your community group and/or join Instagram and share photos and videos of what the group is doing.
- Join Facebook groups for others in the local area with similar interests and/or that you might want to directly communicate with- actively participate in conversation and your group will soon start getting noticed.

Website

- Consider setting up a free website it is one of the most common ways that people now find out about what's going on in their community. Note that this will only be truly effective if the website is regularly kept up-to-date.

Word of Mouth

- Word of mouth is one of the easiest ways to promote what your community group does. Develop some catching and engaging content and ask members of your group to start spreading the word through their networks. You can make this even more powerful by asking these people to then pass the message on their own networks and so-on.

Local Businesses

- Utilise local shopping centre noticeboards and speak to retailers and cafes and ask them if you can leave flyers or display posters in their premises.
- Search your local shopping centre online and see if their website has a digital noticeboard- many of them do, and you can use this to share information about your group for free.

Additional support

The Wanneroo Community Toolkit (www.wanneroo.wa.gov.au/communitytoolkit) contains a range of templates, information and resources to help your community group to promote itself, such as:

1. Videos about building a website and developing marketing content
2. Instructions and templates to help build a community group brand
3. Myth-busting about social media costs and benefits
4. Online short courses about creating annual marketing plans.