

LOCALITIES BID FUND

your money your choice



Promoting your project

Scottish Borders Council will promote all the different projects on our website, Facebook, Twitter, through the media, at Area Partnerships and through other channels. However have you thought about how you can promote your own project to give it as much publicity as possible? There are lots of things you can do.

Social Media

Engaging with social media is a good way to spread the word about your project. If you haven't set up a Facebook or Twitter page for your project yet, now's a good time. Add a strong profile picture, describe your project, pre-load a few interesting posts, and then invite everyone you know to like it.

You can also tap into other community Facebook and Twitter pages that already exist. Try sharing posts and photos on these pages as they usually already have lots of followers who are potentially Localities Bid Fund voters.

There are other social media channels you can look into. For example, YouTube for videos and Instagram for photographs.

Websites and blogs

If you have a blog, website or newsletter you could write about your project and share any relevant information.

Flyers/posters

A more traditional way of promotion - you can design flyers and posters to grab the attention of people in your communities. Make sure you have permission if you're putting posters up. You can leave leaflets in your community for people to pick up and read (local doctors surgery, post office, shop, café etc). Provide details of how your community can vote. Alternatively, get some volunteers to post these through letterboxes to ensure you capture those who do not have access to social media or the internet.

You could also try putting details of your project and how to vote on local community boards.

The media

Feel free to get in touch with your local media outlets. Your local newspaper or radio station might share your story, giving your project great publicity.

Host an event

Get people excited about your project by holding a public event. It can be an informal affair in your living room or a bigger event in your local community hall. Ask all your friends to come along and get them to bring a friend. Make it fun and get the word out.

Good old word of mouth

Once the public vote opens people will begin to talk. This will be an ideal opportunity to spread the word about your project.

For more information about Localities Bid Fund visit www.scotborders.gov.uk/LocalitiesBidFund