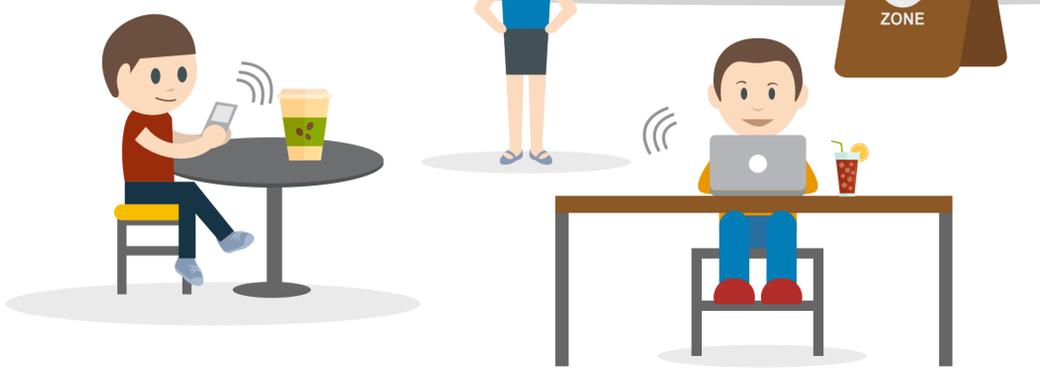


9 WAYS

TO INCREASE PARTICIPATION IN YOUR PROJECT

There are so many ways to get your message out there and increase participation in your project. These include social networks, press releases, newspapers, radio, your website and hard copy advertising material. Don't rely on just one medium to get your message out there.



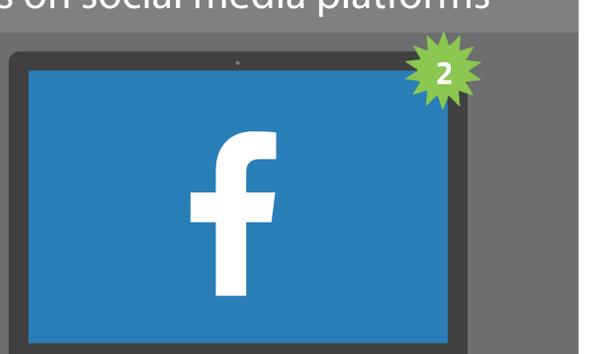
Traditional media 1

- Don't overlook the value of traditional media, especially in areas where there is one main newspaper (free is even better) or local radio station.
- In addition to advertising the project in the media, investigate options for a feature article or press release, or a radio interview to promote the project.
- These forms of traditional media are not only more likely to reach community members who are not active online, but they are a great way to get your project in the public realm without spending money on advertising.



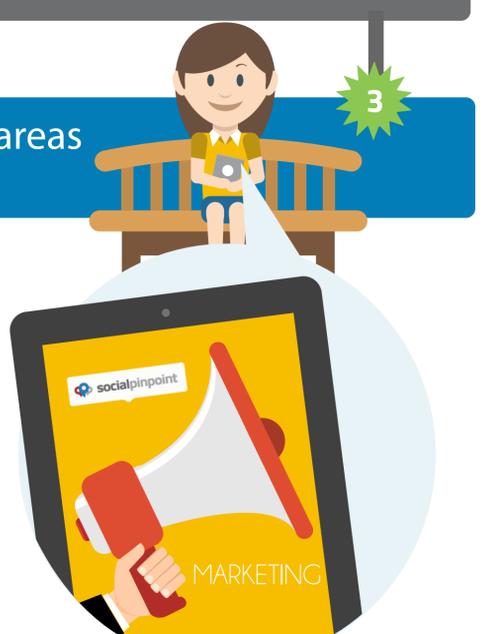
Paid advertisements on social media platforms 2

- Use tools like Facebook advertising to market your project to a specific audience.
- Facebook ads are relatively inexpensive and allow you to precisely target your desired audience using location, job titles, interests, age, income levels and more.



Promotions on high trafficked areas of your existing website 3

- Having a text link that says 'have your say' on a low traffic page buried 5 levels deep won't get results.
- Most organisations have great websites that get high traffic.
- Find out what pages get the traffic and promote your project on those pages by using banners, sidebars etc



Combining online engagement with traditional offline methods 4

- Never overlook the value of traditional engagement methods.
- Get out there, meet the people face to face and personalise their experience – and be armed with technology.
- Bringing the technology to the people and teaching them how to use it is particularly useful for less tech-savvy communities.



5 GET CREATIVE

- There are so many innovative ways to get the message out to the community - disperse postcards and posters at local cafes, daycare centres or schools, libraries and community centres, hold a photo or drawing competition (a great way to get graphics to use in the final document).
- Local businesses are generally happy to participate, particularly where it is recognised that the project is likely to improve the area.

Offer Incentives 6

- Offer prizes or rewards for participating.
- The incentive doesn't need to be much, but they tend to be extremely effective.
- Physical prizes like an iPad giveaway can drive participation to surprising levels.



Social Media 7

- In addition to paid advertisements on social media, don't forget to post or tweet about the project on your organisation's Facebook, Instagram and Twitter feeds.
- Even with a minimal budget, social media channels can be used to promote your initiative and get your community to share your content with their networks.

Community Group 8

Each issue addressed in a project will potentially have one or two community groups that are focused on those areas, such as a Business Chamber or Landcare group.

Create content framed around these issues and market it to them. If done well this will get them actively involved.

They will share information about your project with their contacts.

An invitation from a friend is likely to get more attention than an anonymous email.



Use Email 9

- Many community members want to stay involved.
- Ask them to sign up to email lists when they participate on a project and email them about a new or upcoming project.



9 WAYS

**TO INCREASE PARTICIPATION
IN YOUR PROJECT**

