

LOCALITIES BID FUND

your money your choice



Promoting your project

Scottish Borders Council will promote all the projects across all the areas through:

- our [website](#)
- our [Facebook](#) page
- our [Twitter](#) feed
- press releases out to the local media
- at Area Partnerships meetings
- and through other channels e.g. plasma screens at Contact Centres and through Councillors in their localities

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.

Flyers/posters

A more traditional way of promotion - you can design flyers and posters to grab the attention of people in your local 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, cafés etc). Provide enough details of how your community can support your project and vote. Alternatively, get some volunteers to post these through letterboxes to ensure you capture those who do not use social media or the internet.

You could also try putting details of your project on local community notice boards.

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.

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.

Websites and blogs

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

Good old word of mouth

Once the public vote opens and ballot boxes have appeared across the Borders, 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