

## HANDOUT

### “Spread The Word” - How to Promote and Publicise your WI

#### TOP TIPS FOR SOCIAL MEDIA USE - FACEBOOK

##### TOOLS

<https://mywi.thewi.org.uk/communications-and-pr/social-media-guides>

##### Why Social media?

- It is free
- It is many people’s “go to” for information
- More people expect groups and organisations to have an online presence
- It promotes a modern view of the organisation
- It is useful for reaching new , potential members
- It is useful for keeping people up to date
- It can connect your WI with the local and wider community

##### Do’s :

- Include a reference to WI in your page name
- Update regularly
- Keep posts short and snappy
- Reread text before posting – check for errors, sense, tone etc.
- Upload files e.g. annual programme
- Include images as much as possible
- Ensure images used give a varied flavour of your activities
- Share the responsibility for monitoring and updating a page
- Use the “events” tab to remind people of upcoming meetings and activities
- Share your page to other local community group pages
- Add your social media handle to any other documents (posters, flyers etc.) that you may produce
- Make links with other WIs’ pages
- Use a calendar reminder to make updates to your page to keep it current
- Share with users an “etiquette” for the page
- Use your page to thank people and welcome visitors and new members

##### Don’ts:

- Make political, religious comments
- Be controversial in tone
- Promote local businesses
- Share confidential / private information or issues
- Use inappropriate language
- Capitalise whole words – it is seen as SHOUTING!

##### And remember:

- your page will carry the reputation of the organisation at all levels
- the WI is bound by its Constitution and Charity Commission Law
- ensure you adhere to GDPR regulations and Copyright laws
- not all your members will use a social media page – ensure there are other maintained methods of communication and utilise other publicity opportunities