HOW TO EFFECTIVELY PROMOTE TO THE COMMUNITY

Do you have an event coming up? A program you want to get out to the community? Or do you simply just want to make the community aware of different facilities or services you offer? We know community associations and other organizations always have cool things going on! No matter what you're promoting, it's important to understand **how** to promote effectively.

But don't worry! This guide will take you through the basics to help you get your message out in the most effective way.

For more information, we have tons of resources available in our [resource library](#) – be sure to check out the communications section!

What is your message?

The first step is to figure out what you're trying to say and what information is important to communicate.

Make sure you are providing all relevant information: **dates, times, locations, costs, descriptions, where to get more information (e.g., link to website), how to register, etc.** Depending on what you're promoting, the information will be different. Another important piece to consider is *why* people should be interested in what you're promoting. Simply put, answer the **who, what, when, where, why, and how much.**

To keep yourself organized, it is recommended to make a list of your key messages before beginning the creative process.

Who is your audience?

Now that you know what your message is, it's equally as important to figure out **who** your key audience is. Your key message(s) will likely influence your audience and vice versa.

Depending on who you're advertising to, the message, the medium, and how you communicate your message will likely need to be tweaked a little bit.

Are you targeting community builders? Government officials? Youth? Volunteers? **Put yourself in their shoes!** What information is important to your audience? What is the best way to communicate with them?

How to communicate your message

Clear and **direct** language is the best way to communicate information. Use **plain language** that is easy for everyone to understand. Check out our "Plain Language" guide in the [resource library](#) for more information!

Don't forget to proofread your writing! Spelling and grammar are important. If you're not confident in your spelling and grammar, Grammarly is a great free software you can input your writing into, and it will do all the work for you!

Be consistent. Whatever style of writing you choose – whether it's formal or casual, if you believe in the oxford comma or not – make sure you are consistent with it all the way through.

What tools are available to you?

Community newsletters, social media, flyers, word of mouth, etc. There are countless options for getting your messages to the public.

Your audience will influence how you communicate. The way people engage with different platforms entirely relies on who they are. Check out our "Which Communication Tool Should I Use?" guide in our [resource library](#) for more information!

But what if I told you that the platforms used aren't the *only* tools you should consider?

Maybe you have access to a camera and editing software to put together a video, maybe you are a great photographer, or maybe graphic design is your thing. **Play to your strengths and make sure to use the tools available to you!**

[Canva](#) is a free graphic design tool that also has simple photo and video editing capabilities.

Why not make a 30 second video showing off a petting zoo or band that will be at your event, or make a cool poster for the community kitchen program? The sky is the limit!

Make a plan!

Now you know your audience, messaging, how to communicate your message, and what tools are available to you. Let's bring it all together into a plan!

Plans are important for organization and implementation of promotion. They're a simple way to make sure everyone is on the same page and prevent any hiccups in your promotion.

Check out our [resource library](#) for a mini communications plan template and other information!