



## HOW TO use social media

**Social media is everywhere these days - and it's a great way to promote your event or campaign. Take part in the conversation and even find out what other centres are doing, what major stakeholders and funders think, and start making connections!**

- If you do nothing else, make sure you follow us on Twitter and Facebook!
- If you're taking part in one of our campaigns, make sure you use our campaign hashtag on every message! Eg. #GOLW16
- Keep us (and your other followers) posted on the progress of your campaign or event - from what you've got planned to quotes from visitors who've come in to see you.
- **Share your photos with us!** A picture tells a thousand words, and if you include one on your tweet or Facebook message you're guaranteed to get loads of good, profile-boosting attention. Why not...
  - snap your happy learners having a lesson?
  - ask your learners to write on a piece of card what they want to learn and post online?
  - photograph your outreach location or decorated centre?
- **Got a video camera on your phone?** If a picture tells a thousand words, a video tells a million! Post your video clips on Twitter or Facebook and really shout about what you do, and why you're so brilliant at it. Why not...
  - Try making a quick video interviewing your learners about why they want to get online.
  - Create a short film of the week in your centre, or show what you're doing to prepare.
  - Try out some phone apps to make simple videos *TIP: Look up Vine for some fantastic ideas of what you can create with a camera phone.*

