



# Building Better Opportunities

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# Introduction



## Why is Publicity Important?

- To demonstrate how public money is being spent and the impact it is making
- Publicity is an area that auditors focus on, and is a common cause of failing
- To raise awareness of your organization and cause, possibly attracting participants to your project
- Being granted funding from the Big Lottery fund and the European Social Fund should be seen as a mark of your credibility, which you should be proud of!

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## Why is publicity important?

- To demonstrate how public money is being spent and the impact it is making
  - public/lottery players deserve to know how money being spent
- Publicity is an area that auditors focus on, and is a common cause of failing
  - Easy to get wrong but also easy to get right
  - Vague - 'proportionate to grant' lots of words open to opinion
  - Huge grants so 'proportionate' is very high standard - aim for best practice and don't leave room for auditors to fail you
- To raise awareness of your organization and cause, possibly attracting participants to your project
- Being granted funding from the Big Lottery fund and the European Social Fund should be seen as a mark of your credibility, which you should be proud of!

Your comms officer is reliant on the rest of the project for content, so needs to be a consideration organisation wide



## Communications Officer Role

- Ensure our messages are communicated clearly and efficiently to you
- Empower you to apply and interpret the guidance
- Promote the Big Lottery Fund's role in the Building Better Opportunities programme
- Support you in telling your story

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### BBO Communications Officer

Laura joined the Big Lottery Fund in March 2017

- Ensure our messages are communicated clearly and efficiently to you
  - newsletter, events, website
- Empower you to apply and interpret the guidance
  - I am interpreting guidelines too, don't have authority to 'sign off' (except press releases)
- Promote the Big Lottery Fund's role in the Building Better Opportunities programme
- Support you in telling your story

There is only one dedicated BBO Communications Officer, so I need notice where possible to be able to give you best attention and advice possible.



## Telling Your Story

BBO now at stage to move past announcing grants and into telling stories

To maintain coverage, it is important to find stories of interest to share.

- 1) What makes a good story
- 2) Where to tell that story
- 3) How to be compliant in telling your story

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## Press Release Activity

It is important to consider what your audience is interested in

On your tables, consider:

1) When reading the news or other types of media, what makes you read an article in full? What kind of articles do you skip past?

2) Discuss the selection of press releases provided. Which ones do you think are interesting, and which would you skip past? What works well or doesn't work?

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## A Successful Story

We have used Press Releases as an example, but the same considerations are relevant wherever for telling stories through all forms of media.

A story will generally be more engaging for an audience if it is:

- Relevant - geographically, topically, to your interests
- Clear and Concise
- Specific
- Human interest

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## A Successful Story

We have used Press Releases as an example, but the same considerations are relevant wherever for telling stories through all forms of media.

A story will generally be more engaging for an audience if it is:

- Relevant
- Clear and concise - focussed on the point.
  - Some background info is useful but not so much that it swamps the main point. Don't just include everything about your organisation or everything you are proud of - stick to what is really relevant.
  - If there are a few things to announce, make them separate stories
  - **COMPLIANCE: remember, ESF want to see you demonstrating how public money is spent, so you must be clear that funding is from ESF and Big Lottery Fund**
- Specific
  - what is the main story and why should they be interested? What exactly have you done? Why does it matter to them?
- Human interest - Especially if main press / aimed at public

Don't just think about what you want to tell people, think about what they want to hear.



## A Successful Story

Components to help you achieve this:

- Photos
- Statistics
- Quotes
- Case studies

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### Photos



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### Photos

1. Aging better - older people, happier lives, involved in activities; summed up well
2. National gardening week - Active shot, has project name and (almost) our logo in but subtle, not posed. Bright and colourful
3. Dying Matters Awareness Week Death Café - posed and uncomfortable, no clues that it's a café not just lunch, no clues to dying matters

## A Successful Story



Statistics (within reason)

“The Big Lottery Fund support mental health related projects in the UK”

VS

“The Big Lottery Fund has donated £217million to mental health related projects in the UK”

“A lot of successful projects are National Lottery Funded”

VS

“4 of the 5 museums shortlisted for Museum Of The Year 2017 are National Lottery funded”

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### Statistics

Makes it newsworthy

Gives a scale of your success - not just your opinion/spin that has been successful - Positions you as an authority

Makes the story more specific / newsworthy

**COMPLIANCE: Demonstrates results and impact of public money**

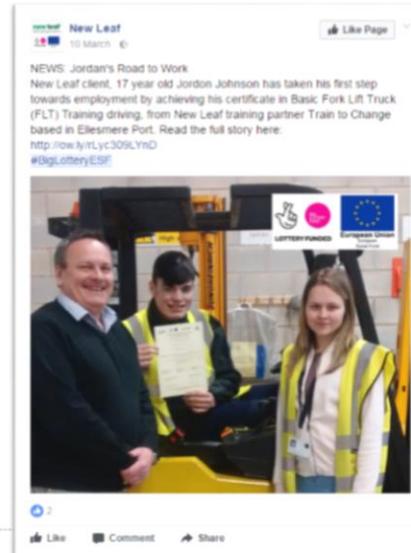
However, don't go overboard - a release with too many statistics can become dry and dull, or off putting to less number-literate readers.



## Case studies

- These don't need to follow a set template, we simply mean one persons story
- Including information about their circumstances when beginning the course gives context to show their progress
- Keep it specific, and show their personality

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## Case Studies

Can use in number of ways to add human impact

- Social media (as above), quotes, good news story, website
- More engaging

**COMPLIANCE: Important part of demonstrating your results, so put them on website**

Also share with Laura, as we are building a bank of case studies for publicising BBO.



## Quotes

“What they do is amazing. It’s not just the clothes - they make you believe in the future and made me feel strong and independent. I want to thank everyone for their support.”

“We aim to benefit the local community by reducing poverty and anti-social behaviour whilst contributing to the growth of the local economy with employers having access to a pool of people with the relevant skills to meet their needs.”

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## Quotes

*“What they do is amazing. It’s not just the clothes - they make you believe in the future and made me feel strong and independent. I want to thank everyone for their support.”*

Good: clever use of a case study! Shows real impact, and adds human element

*“We aim to benefit the local community by reducing poverty and anti-social behaviour whilst contributing to the growth of the local economy with employers having access to a pool of people with the relevant skills to meet their needs.”*

Bad: Could have been said without needing a quote. Purely info, no opinion. Long sentence. Does anybody actually talk like this?



“This is a really exciting project to be involved in. Helping someone to get into employment isn’t just about helping them to find a job. We are helping people to build their confidence, achieve their potential and make positive changes.”

“This partnership-based approach offers a unique and innovative solution, which will not only support those furthest from the labour market to move towards or secure sustainable employment or training, but will also significantly improve the services the sector is able to provide across the sub-region as a whole.”

“We know that everyone has potential and it is great to see how people benefit from the team work and confidence building of our courses. The experiences and skills of our trainers help people to help themselves in unlocking their potential.”

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*“This is a really exciting project to be involved in. Helping someone to get into employment isn’t just about helping them to find a job. We are helping people to build their confidence, achieve their potential and make positive changes.”*

Good: Describes impact and why matters. Adds emotion. Sounds like real person.

*“This partnership-based approach offers a unique and innovative solution, which will not only support those furthest from the labour market to move towards or secure sustainable employment or training, but will also significantly improve the services the sector is able to provide across the sub-region as a whole.”*

Bad: Too many buzz words. Long sentence. Lots of words but does it say much?

*“We know that everyone has potential and it is great to see how people benefit from the team work and confidence building of our courses. The experiences and skills of our trainers help people to help themselves in unlocking their potential.”*

Describes them as an organisation, why are they different. Shows organisations ‘character’

Quotes should always sound like actual person talking. Test this by reading it aloud.

A quote should break up the tone, and feature opinion, not information.



## Telling Your Story

Where you tell your story will have an impact on how you tell it.

There are some excellent tools available to tell your story, such as:

- Local newspapers
- Broadcast media
- Social media
- Your own websites



## Social Media

Eg. Twitter, LinkedIn, Facebook, Instagram

Here the audience already follows you - they are already warm to you. They know general info about your organisation, so want to see more day to day, behind the scenes type posts

Here is where you should show organisations personality and be more conversational

Social media isn't reserved for just the big announcements or news worthy posts. Use it to give insight into real work.

**COMPLIANCE:** Every post must include the BBO logo. This doesn't need to be onerous: save it as an image on your phone, and post as separate photo, or use tool such as Pixlr app double exposure feature

Use hash tag #BigLotteryESF

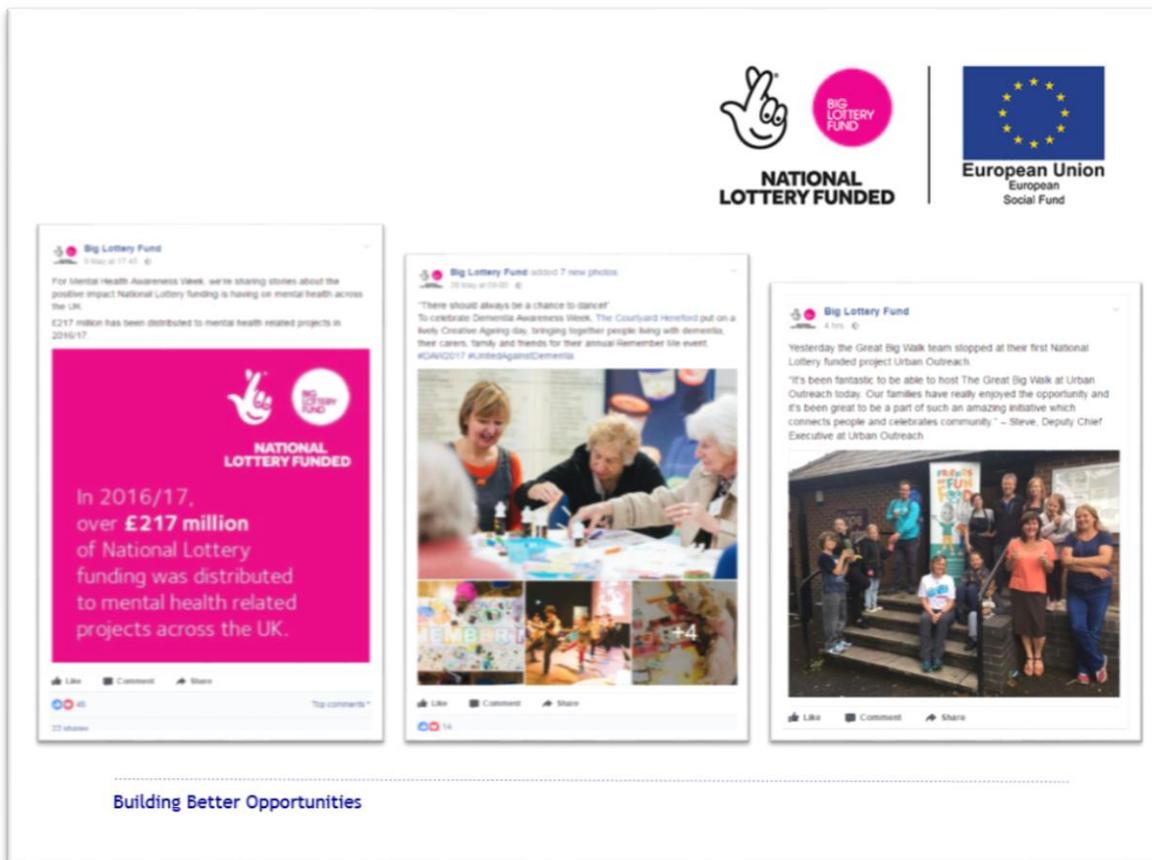
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## Twitter

can post more regularly so can show more day to day on the go stuff - eg above activities, electric car

Use topical news / trending hash tags eg World Hunger Day

Include an image to make post engaging. Think out of box - photo, infographic, quotes (as above)



**COMPLIANCE: Must include logo (these example posts aren't BBO posts)**

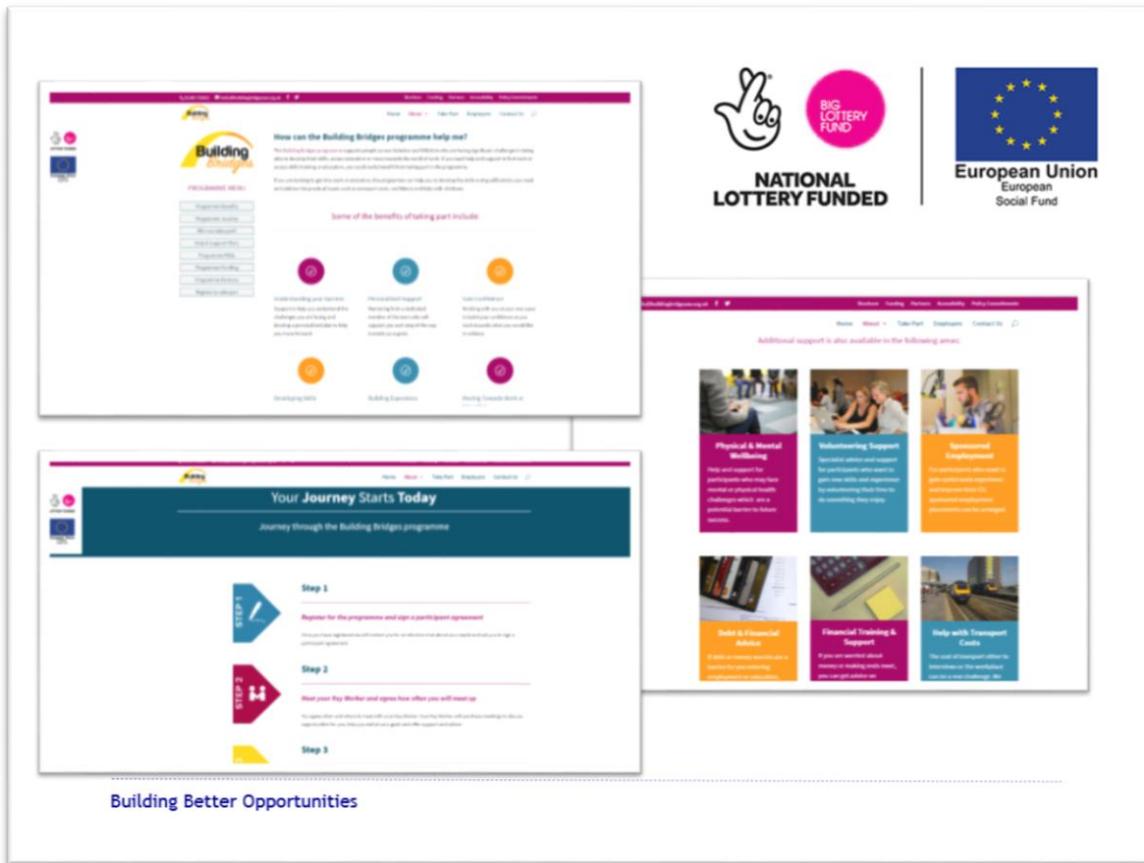
Facebook - can post longer posts, less per day

Can still use hashtags and topical news

Mix up the type of post to keep engaging audience. Posting the same type of post repeatedly will be boring and won't get their attention.

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1. Visual just grabs attention when scrolling, then elaborate in text
  2. Topical subject (Dementia Awareness Week), can post collection of photos
  3. Quote - on the day of event, make audience feel involved





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Example above: [www.buildingbridgessw.org.uk](http://www.buildingbridgessw.org.uk)

- Easy to navigate (side panel)
- Detailed info - no vague jargon! Remember you are aiming at the public, so consider whether somebody not in this profession will understand.
- Specifics - people will want to know what they are signing up to before they commit. Show your expertise!
- Show the benefit and impact - target audience is the public, so show their money is being well used

# Compliance



## Basic rules:

- Put the logo on everything
- Additional sentence of acknowledgement - double check guidance for each item
- Press releases must also have notes to editors and sign off
- Save evidence of everything

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## Compliance Advice

Familiarise yourself with the guidance. Keep it at hand, and double check it for each publication

For press releases, please give 48 hours notice unless it is reactive press, so that I can give the best advice I can.

**COMPLIANCE:** You will get article 125 audit, so keep evidence as you go along to make life easier. Keep hard copies of all publications, and save all digital documents. Screen shot social media and web content in case the links expire etc



Any questions?