

Informing

Giving people information so that they can make informed decisions and take appropriate action.

Social media and web-based information

Think about:

- What information you would like to give out.
- Who your audience is and if they will proactively seek out your site/pages
- Whether your information is accessible (consider those with visual impairments or those for whom English is not their first language).
- How you will make people aware that this source of information exist.
- Do you have a local Facebook page or Parish Council website.

Before planning your information, consider:

- How to make sure that you have professional-looking site/pages
- The possible cost and time implications of hosting and maintaining web pages and social media accounts and committing to keeping them up to date.
- How to keep information clear and concise with obvious links to documents and other sites
- How to use summary documents for lengthy policies.
- How to make sure downloadable documents are in an accessible format
- Any response documents/online questionnaires are short and to the point, rather than complicated and time-consuming.
- How you will let people know what will happen to their information and any potential outcomes of responding.
- How you will reach people who do not have access to the internet.

Leaflets and newsletters

Leaflets and newsletters can be useful if you want to keep people informed about a project or service, attract interest or recruit people for projects.

When producing a leaflet or newsletter consider:

- What message you are trying to get across.
- Who your audience is
- How and where it will be distributed
- How much will it cost to design, print and distribute
- Whether you need to consult on the design (and if so, go to the '**consulting**' section of this toolkit)
- How you can provide the information in alternative formats or language
- How you will evaluate its impact.

Posters

Posters can be a good way of getting many people interested in what you are doing.

When producing a poster think about:

- What message you are trying to get across.
- Who your audience is.
- Where it will be displayed.
- How much it will cost to design, print and distribute
- Whether you need to consult on the design (if so, go to the '**consulting**' section of this toolkit).
- Whether you need to consider alternative formats or languages.
- How you will measure the success of your poster campaign.

Information stalls

An information stall at a local event can provide information in a way that allows people to give their views and ask questions.

You may want to think about:

- What information you would like to give out who your audience is
- Whether you need people with specialist knowledge to be there
- How you will advertise the event (if you need to)
- What staging and/or props you will need
- How you will measure results.

When planning an information stall, do:

- Plan ahead to make sure that you have all the equipment you need to make the stall look professional
- Allow plenty of time to set up
- Have a backup plan if the event is outdoors and the weather is bad e.g. how will you stop leaflets blowing away in high winds?
- Have a post-box or comment board to allow people to make contributions – you will need to commit to follow up on these after the event.
- Ensure you get back to people if you commit to do research/provide information to someone.

News releases

Issuing a news release to your community can be a great way to let your people know about a project you are launching or where there is likely to be a large amount of interest or potential controversy.

Think about:

- What message you are trying to get across
- Who your audience is and what publications and social media you need to target
- Whether there could be any negative response from your press release