

Communication Top Tips.

What's working well for groups and organisations in Eastbourne (December 2017).

We all use various ways to promote or find information, from websites & social media to information booklets, conferences, helplines and search engines. At its recent meeting Eastbourne Community Network explored what's working for some local groups and why.

Best platform or media for communicating about your work	What makes it successful?
Facebook pages – number of local Facebook groups, which have 1000s of members and often are very active discussing and commenting on posts (i.e. Eastbourne Old Town Facebook group)	<ul style="list-style-type: none"> • Details of events and services available to everyone, instantly • Lots of information • Up to date • Helps to promote your branding
Eastbourne Volunteers' Hub http://eastbournevolunteers.co.uk/	<ul style="list-style-type: none"> • Face to face and online • Social media • Newspaper – Eastbourne VOICE • Monthly networking meetings
Physical noticeboards	25% of people in Eastbourne report not using on-line media and platforms (i.e. Facebook). We need to support those people who need printed resource, available in physical locations.
Local newspapers	Established, still well read and help reach some of the people who are not on line.

<p>Bus stops</p>	<p>Adverts on bus stop shelters are a great way of communication. It's worth trying to approach a local council as sometimes they own some of the advertising space and may be able to support a local community/ charitable cause to use the space.</p>
<p>Service users championing the service and passing on information and leaflets</p> <p>And more broadly word of mouth.</p>	<ul style="list-style-type: none"> • Trusted source of information • Answer questions/explain • Get to know people
<p>Eastbourne Buzz – YouTube videos, articles written by freelance journalists</p> <p>http://www.eastbournebuzz.co.uk/</p>	<ul style="list-style-type: none"> • Good interviews • Online • Other news
<p>Physical events</p>	<ul style="list-style-type: none"> • Most of the time free for people to attend • Incentives with food • Offers a pop-up physical presence • A number of community events in Eastbourne, Lewes and Wealden can be found on 3VA website <p>https://www.3va.org.uk/events-calendar/month</p> <p><i>To submit your own visit the website and fill in the form on the right hand side.</i></p>
<p>Maildrops</p>	<ul style="list-style-type: none"> • You can outsource it to an external company • Reach a lot of people • Direct reach to residents/ households
<p>The Best of Eastbourne (website and some physical events)</p> <p>https://www.thebestof.co.uk/local/eastbourne/</p>	<ul style="list-style-type: none"> • Cover events and local info online events • Regular social media • Physical meeting once a month



Eastbourne Community Network (one of eight Locality Networks supporting community resilience across East Sussex).