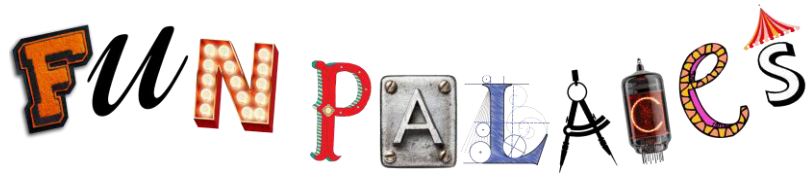


# FUN PALACES

## FUN PALACES PUBLICITY TOOLKIT



**FUN PALACES 2015**  
**WHAT WILL YOU DO?**



## Welcome to the Fun Palaces Publicity Toolkit :

The Toolkit is here to inspire and assist you with ideas about how to spread the word about your Fun Palace. We have our own ideas, so please do use this toolkit – but above all, your Fun Palace is YOURS. You live in your community, you know your own people best, YOU are the expert – go for it!

If you want to talk to us about any aspects of publicity, locally or nationally, contact us [hello@funpalaces.co.uk](mailto:hello@funpalaces.co.uk) and we'll be in touch as soon as we can.

If you just want to leap to the specifics, here you go :

- Letting people know, key information, photography p.2
- Posters and leaflets p.4
- Working with the media and press p.5
- Social media p.6
- Working with the Fun Palaces HQ p.7
- Getting Political p.8
- Other groups to join/contact p.9

[Here's the Press Release template](#)

[Here's the template for a letter your MP or Local Councillor](#)



## WHO DO YOU WANT TO COME TO YOUR FUN PALACE? HOW WILL YOU LET THEM KNOW?

YOU are making your local Fun Palace and YOU are your own community – so maybe begin by thinking what would you like to do, what things you'd like to include in your local Fun Palace – your wildest dreams are a great start.

Think about where you usually find out about local events, and how you find out that interesting things are happening.

If you are excited by your plans, chances are your neighbours will be too.

### KEY INFORMATION

Whether you're updating your website, creating posters, using social media or contacting press about your Fun Palace, it's important to focus on the following information.

The practical stuff: who, what, when, where, how your Fun Palace will happen.

Key messages: identify three concise ideas you want people to remember. For example:

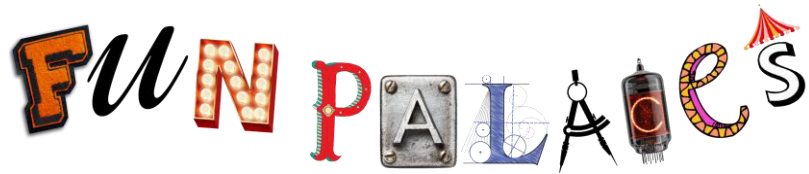
- **A free weekend of arts, culture and sciences for all to get involved**
- **Discover the hidden stories of Deptford at the Deptford Fun Palace**
- **Come and visit the world's only Fun Palace at a swimming pool**

### PHOTOGRAPHY

Think about the images that might tell the story of your Fun Palace. These will be useful for press and social media. Are there photographs of the creators involved, and/or their work? Could you set up a photo-shoot with some of those involved, demonstrating what they'll do on the weekend?

A great picture should be colourful and well lit. We are drawn to other humans, so faces in your pictures – especially with strong expressions – is always useful. If your Fun Palace is taking place in an iconic location, this could be a great setting for your photo-shoot. Alternatively, take photos against a neutral black or white backdrop.

Ensure your photos are of a suitable quality to print – around 300dpi/1MB is great.



## POSTERS AND LEAFLETS

Posters displayed all around the area local to your Fun Palace are a great way to let people know about it. You can download our Fun Palaces poster templates (A3 and A4) [here](#) and personalise them with your details. The details should include:

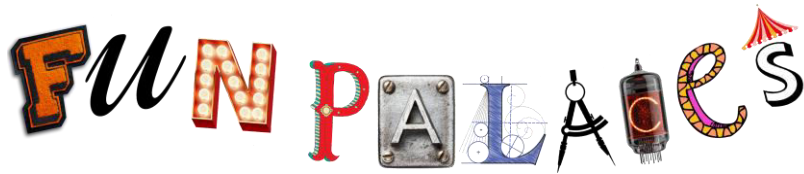
- the date/s and time/s of your Fun Palace
- where it's taking place
- contact or booking information
- tour Fun Palace Maker Page on our website and/or your own website
- social media details (facebook/twitter etc)

Leafleting is a great way to spread the word. Identify busy areas in your locality, perhaps a train station, a shopping area or a market, and spend some time in the week before your event handing out flyers and talking to people about your Fun Palace.

Talking really does make a difference. During the weekend of your Fun Palace, it's particularly worthwhile to get a team out in the local area.

A template Fun Palace flyer can be downloaded [here](#) and can be personalised with your own details. The flyer should include the same details as the posters, but it has additional space for you to elaborate on your schedule and/or who is taking part.

Alternatively, every Fun Palace Maker can request 50 free Fun Palaces posters in either A3 or A4, please contact [Kirsty](#) to do so.



## WORKING WITH THE MEDIA AND PRESS

To publicise your Fun Palace and share your story more widely, it is worth contacting local newspapers, radio stations, TV stations and local blogs.

Find out which journalist is most likely to be interested in your Fun Palace and will want to talk about your event; they might have covered similar events in the past, or have a job title like Arts & Entertainment Editor or Culture Editor.

In the first instance, email a copy of your press release (example overleaf) and a cover note explaining your Fun Palace, and then follow this up in a few days with a telephone call if you haven't heard back from them.

### ADVICE FOR CONTACTING JOURNALISTS

- Prepare the three key things you want to say about your event: keep it concise. What is the unique thing about your Fun Palace?
- Know what you're asking for: is there a specific column you'd like your Fun Palace to be featured in, would you like to be interviewed on a specific show, or would you like a journalist/photographer there on the day to cover it?
- Know what you can offer then: do you have some pictures to illustrate your Fun Palace? Who is available to do interviews? Can a newspaper send a photographer along on the day?

### LEAD TIMES

Remember the time it takes a journalist to plan to attend and cover your Fun Palace.

**Weekly newspapers:** four to six weeks in advance

**Daily newspapers:** one to two weeks in advance

**TV news:** two to three weeks in advance

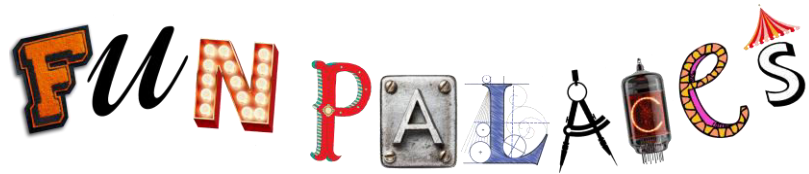
**Radio stations:** one to two weeks in advance

**Blogs:** two to three weeks in advance

Many titles offer a listings service, where you can upload the details of your Fun Palace through their website to be shared with their readership. To ensure the best chance of inclusion, it is worth doing so four weeks in advance.

### SAMPLE PRESS RELEASE

Use the template [Press Release template](#) to let journalists know about your Fun Palace.



## SOCIAL MEDIA

There are many networks available to help you promote your Fun Palace.

Social media is about dialogue as much as it is about sharing information, so it needs to be monitored regularly.

This can be time consuming, so perhaps sign up to one or two forms at first. All social media platforms are easy to set-up, most are free, and details of how to do so can be found on their websites.

Think about how you'll employ the social media streams over the Fun Palaces weekend, both to share updates about the event and to respond to any enquiries from punters.

Striking the right Tone-of-Voice will be different for each Fun Palace, but we suggest keeping it informative, friendly and conversational.

**Twitter** is the simplest way to engage quickly and directly with individuals and organisations of relevance to your Fun Palace. Aim for 4-6 tweets a day, as well as responding to comments and questions.

**Facebook** is more personalised, with users lingering longer over content. It is good for sharing longer pieces of information and images/videos. Aim for 1-2 posts a day, as well as responding to comments and questions.

**Blogs:** setting up a **Tumblr** or a **Wordpress** blog is a great alternative to setting up an individual website, which can be costly and time consuming to run. Both platforms are user friendly and entirely free!

**Tumblr** is simpler to use and is integrated into a network with other Tumblr users, so may be a better choice for smaller scale Fun Palaces.

**Wordpress** offers greater scope to develop the functionality of your blog, and many websites are built on the Wordpress 'Content Management System' – including our own **Fun Palaces** website.

Aim to post something new about once a week, and remember to add images if possible – bright images and low word counts are always useful.

**Instagram** is a great way of taking, editing and sharing photographs of your Fun Palace. Aim to post once a day.

Other networks to consider include: **Pinterest**, **Vine**, **Youtube**, **Linkedin**, and **Flickr**.



## WORKING WITH FUN PALACES HQ

We need your help!

### REGULAR EMAIL UPDATES

Fun Palaces will send you regular emails with information and updates. In these emails we may ask you to be involved with interviews, social media stunts or to provide us with bits and pieces of information. We don't want to take up much of your time, but providing us with this information will hugely support the national Fun Palaces project, helping us to communicate what is happening at individual Fun Palaces, as well as inspiring others to make their own Fun Palaces in future.

### SOCIAL MEDIA

Fun Palaces HQ has two social media streams and these are fantastic platforms for us to showcase what is happening at the different Fun Palaces sites across the country, as well as for all of to stay in touch.

#### Facebook

[www.facebook.com/FunPalaces](http://www.facebook.com/FunPalaces)

Please Like the national Fun Palaces Facebook page, post content on our page, as well as share things we post.

#### Twitter

[www.twitter.com/FunPalaces](http://www.twitter.com/FunPalaces)

Follow us on Twitter and talk to us what is happening at your Fun Palace.

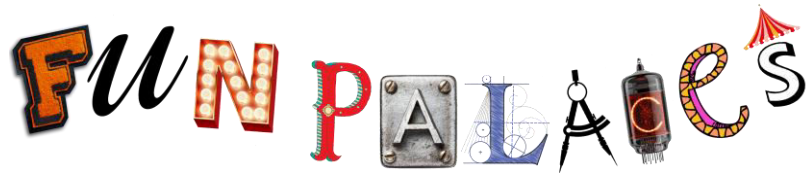
#### Hashtags

The Fun Palaces hashtag for all of us is **#FunPalaces**.

We'd be grateful if you could display this on all of your publicity and use it whenever you are posting on social media, including Facebook, Twitter, Instagram and Vine.

By using the hashtag we can bring your images and tweets through to our feed on the website, and we can also connect and search what each other are doing.

The hashtag also gives us a collective voice, particularly during the weekend of the 3 and 4 October – let's trend on Twitter!



## GETTING POLITICAL

Fun Palaces is a fantastic reflection of the creativity and vibrancy of local communities, and there has rarely been a better opportunity to highlight this to the decision makers that define our cultural landscapes. We're suggesting two ways you can help us make a political impact through Fun Palaces.

### Inviting your local MP

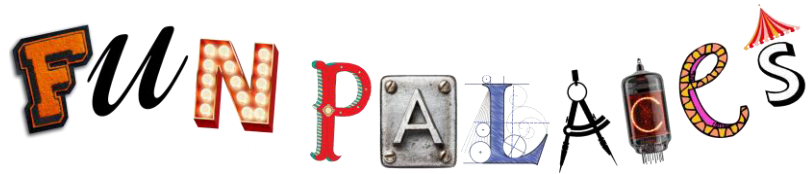
We would like to encourage all Fun Palaces Makers to invite their local politicians and local Councillors to attend the individual Fun Palaces.

Rather than simply sending an email, we'd love, if possible, for Makers to create a more 'artistic' invitation – whatever that means to you - and share a photo of it with us through social media. You could even deliver it by hand to your MP and Councillors; this is a great photo opportunity for a local newspaper, and of course great content for your social media streams!

The best time to deliver the invitation to your MP will be in early September, when MPs will have returned from Summer break, and before they enter Party Conference season (late September to early October) – so they enter their Conference with the vibrancy of British arts and culture well and truly at the forefront of their minds.

Here's a template [letter to your MP or Local Councillor](#) with suggested wording for the invitation, but feel free to be more creative!





## LOVING ALL THIS COMMUNITY, CREATIVE ACTION?

### JOIN YOUR LOCAL WHAT NEXT? CHAPTER

What Next? is a national movement designed to strengthen the role of culture in our society. There are local chapters across the country, bringing together those working in or passionate about culture, to address issues of relevance to them.

What Next? Chapters are a great way to meet people that may be keen to get involved with your Fun Palace, to spread the word, and importantly, to place your Fun Palace in the context of political discussions about arts and culture in your area.

You can find out more about how to join your local What Next? Chapter – or how to start your own – [here](#).

### GET CREATIVE!

Get Creative is a year-long celebration of the nation's arts, culture and creativity. Led by the BBC and What Next? in collaboration with a huge range of arts, cultural and voluntary organisations, it is an opportunity to showcase your creative skills or try something new.

For more information please go to [Get Creative](#)

Get Creative, led by the BBC and What Next?, came about as a result of the Warwick Commission and collaboration with Voluntary Arts, Culture24, 64 Million Artists, Fun Palaces, Cultural Learning Alliance and Arts Council England.

### JOIN THE BIG LUNCH

The Big Lunch has very similar community and locally-led aims to Fun Palaces.

An Eden Project initiative, The Big Lunch calls on communities to take part in the UK's annual get-together for neighbours by hosting their own Big Lunch events on Sunday 7 June.

Organising a Big Lunch with your neighbours is a great way to start some conversations about your Fun Palace – who knows what you can come up with over lunch?

Find out more and [join in here](#).