

fun palaces

PUBLICITY

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Welcome to the Fun Palaces Publicity Toolkit

The Publicity Toolkit gives ideas on how to spread the word about your Fun Palace event and how to get people to come along.

It focuses on what can be achieved for free or at low cost. We have our own ideas, so please do use this toolkit. But your Fun Palace is **YOURS**. You live in your community, you know your own people best, **YOU** are the expert – go for it!

It can be helpful to read this toolkit with the Fun Palaces Guidelines. This guide tells you about how we can all talk about Fun Palaces and use the same logo, font and colours. [Download the style guidelines here.](#)

Contact

If you want to talk to us about anything to do with publicity, locally or nationally, contact us hello@funpalaces.co.uk and we'll be in touch as soon as we can.

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Quick-links

- [Text you can use](#) for email, websites and brochures
- [Publicity photographs](#) and the [Fun Palaces logo](#)
- [Fun Palaces posters, flyers and banners](#)
- [Press release template](#)
- [Template letter for your MP or Local Councillor](#)

INTRODUCTION

Who do I want to invite?

Fun Palaces are open to everybody. We believe that by giving everybody the opportunity to be involved in making and attending Fun Palaces, we create better culture and communities for all of us.

Here are some ideas for the types of communities you could invite in your area:

- Care homes and day centres.
- Schools, youth groups and youth centres.
- Faith organisations and groups.
- Local voluntary organisations.
- Activity groups e.g. book clubs, choirs, sports clubs, knit and natter groups etc.

Where could you advertise?

Think about where you find out about local events. This could be:

- Word of mouth from a friend or neighbour.
- Local newspaper listings.
- Local radio.
- Online local community groups e.g. Facebook group for your neighbourhood or your local Nextdoor group.
- Online local events listings.
- Social media.
- Leaflets, posters and banners.

When should I advertise my Fun Palace?

When you have a venue and date for your Fun Palace you can begin spreading the word. Don't worry if you don't know exactly what is going to happen at your Fun Palace – that's part of the fun!

From 6-8 weeks before your Fun Palace your main advertising should begin, the rest of this toolkit explains what that could be.

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Grange Big Local Fun Palace 2019
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GATHERING WHAT YOU NEED

Key information

Whether you're updating a website, creating posters, using social media or contacting journalists about your Fun Palace, it's important to communicate the practical points of your event:

- **Who** is organising it and who can attend.
- **What** is happening at your event.
- **When** is your event, including the date and time.
- **Where** is the venue for the event.
- **How** can people help you organise the event or how do people attend on the day.
- **Why** should people get involved or attend? For example, to join the nationwide Fun Palaces movement, to get to know their community, to learn a new skill etc.

To help with this we have prepared some text you can use and edit, [which can be found here](#).

Images & photography

Find images and photography that might tell the story of what will happen at your Fun Palace or who is involved. Try and collect a small selection of photos (up to 8) that you can use to help explain your Fun Palace event throughout its publicity.

If you can, take photos during your preparation and at the event. That way, you have plenty of images to promote your Fun Palace event now and in the future too.

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Here are some tips for a great image or photo:

- Make sure it is colourful, well lit and not blurry.
- People are drawn to other humans, so include faces in your pictures.
- Do you have photographs of the creators involved in your event, and/or their work?
- Could you set up a photo-shoot with some of those involved, demonstrating what they'll do at the event?
- If your event is in an iconic or beautiful venue, this could be a great setting for a photoshoot.
- If you will print your photos for posters or leaflets, make sure your camera setting is high enough resolution. Around 300dpi/1MB is ideal.

Fun Palaces have a selection of photographs that you can use, [these can be downloaded here](#).

POSTERS, LEAFLETS, BANNERS

Posters and leaflets displayed all around the area local to your Fun Palace event are a fantastic way to let people know about it. You can download and personalise our Fun Palaces posters and invites [here](#). Or to order your own free printed copies, [please get in touch](#).

In your posters and leaflets, be sure to include:

- **The date(s) and time(s) of your Fun Palace event.**
- **Where it's taking place.**
- **Your contact information.**
- **Your Fun Palaces Maker page on our website and/or your own website.**
- **Any social media details (Facebook, Instagram, Twitter etc)**
- **Your other key information (who, what, where, when, how and why).**

Leafleting is a great way to spread the word. Find busy areas in your neighbourhood - 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 event.

WORKING WITH THE MEDIA AND PRESS

To publicise your Fun Palace and share your story more widely, you could contact local newspapers, radio stations, TV stations and local blogs.

Find out which journalists are 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.

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Brockwell Lido Fun Palace 2015
© Tony Halliday

You can email a copy of your press release (template below) 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 event
- Know what you're asking for: is there a specific column you'd like your Fun Palace event 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 them: do you have some photos for 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 event. To get your event featured in different media, contact journalists with this much notice:

- **Weekly newspapers:** 4 to 6 weeks in advance
- **Daily newspapers:** 1 to 2 weeks in advance
- **TV news:** 2 to 3 weeks in advance
- **Radio stations:** 1 to 2 weeks in advance
- **Blogs:** 2 to 3 weeks in advance

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

SOCIAL MEDIA

There are many social media platforms available to help you promote and celebrate your Fun Palace event. Previously, some Fun Palaces have chosen to setup their own social media accounts, others use their personal accounts or those owned by their host venue or organisation to help spread the word.

Setting up and using social media accounts

Twitter/X is a simple way to engage quickly and directly with individuals and organisations of relevance to your Fun Palace.

Facebook is more personalised, with users lingering longer over content. It is good for sharing longer pieces of information and images or videos.

Instagram is a great way of taking, editing and sharing photographs of your Fun Palace.

Blogs: Fun Palaces has a Maker blog, if you would like to write about the experience of making or attending a Fun Palace, we are happy to host this on our website and provide you with a link for sharing it elsewhere.

Other networks you could consider include **Pinterest**, **Snapchat**, **TikTok**, **YouTube** and **LinkedIn**.

With all social media platforms, it is best to share content regularly so that it reaches more people. For example, it is better to stick to a rough schedule of using one social media platform, than to use so many platforms that you neglect some.

#FunPalaces Hashtag

The Fun Palaces hashtag is **#FunPalaces**. We'd be grateful if you could use this on all your publicity and use it whenever you are posting on social media.

By using the hashtag we can share and celebrate what's happening at your Fun Palace event. The hashtag also gives us a collective voice, particularly during the Fun Palaces Weekend.



Fun Palaces on Social Media – follow us!

- **Facebook:** www.facebook.com/FunPalaces.

Please Like the national Fun Palaces Facebook page as well as share things we post.

- **Twitter:** www.twitter.com/FunPalaces.

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

- **Instagram:** <https://www.instagram.com/funpalaces/>

Follow us on Instagram and tag us in your pictures.

- **TikTok:** https://www.tiktok.com/@fun_palaces

Follow us on TikTok and share short videos of your Fun Palace.

AT YOUR EVENT

We want everybody to know about Fun Palace event – about your community's hard work and the importance of culture made by, for and with everybody. To help spread the word about Fun Palaces we ask that you all help us by doing three important things.

1) Decorate your Fun Palace – can everybody see a logo?

Display our Fun Palaces posters. Make sure that everybody at your Fun Palace can see the Fun Palaces logo. A good place to display these is close to at the entrance(s) and exit(s).

2) Social media #FunPalaces

Let us know what's happening at your Fun Palace on social media by tagging us and using the **#FunPalaces** hashtag. Encourage others to do the same by displaying the hashtag prominently at your Fun Palaces. Each year we've built enough momentum causing #FunPalaces to 'trend' on Twitter/X – let's do it again!

3) What about next year?

Everybody who attends your Fun Palace is a potential Fun Palaces Maker of the future. Please help others understand how they can get involved by displaying Fun Palaces 'Get Involved' postcards which will be posted to you.

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St Mary's Church Lewisham Fun Palace 2023
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WORKING WITH FUN PALACES SUPPORT HUB

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 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 Palace events, as well as inspiring others to make their own Fun Palaces in future.

GETTING POLITICAL

Fun Palaces is a fantastic reflection of the creativity and vibrancy of local communities. There is rarely a better opportunity to highlight this to the decision makers in your area.

Invite your local MP

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

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).

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



Morden Hall Park Fun Palace 2023
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