

PICK MY PROJECT

How to Promote your Project Webinar
12 August 2018, 2.30pm

pickmyproject.vic.gov.au



Today's presenters

Andrew and Bek
Community Engagement Team

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Firstly, congrats!

You made it to the voting stage...

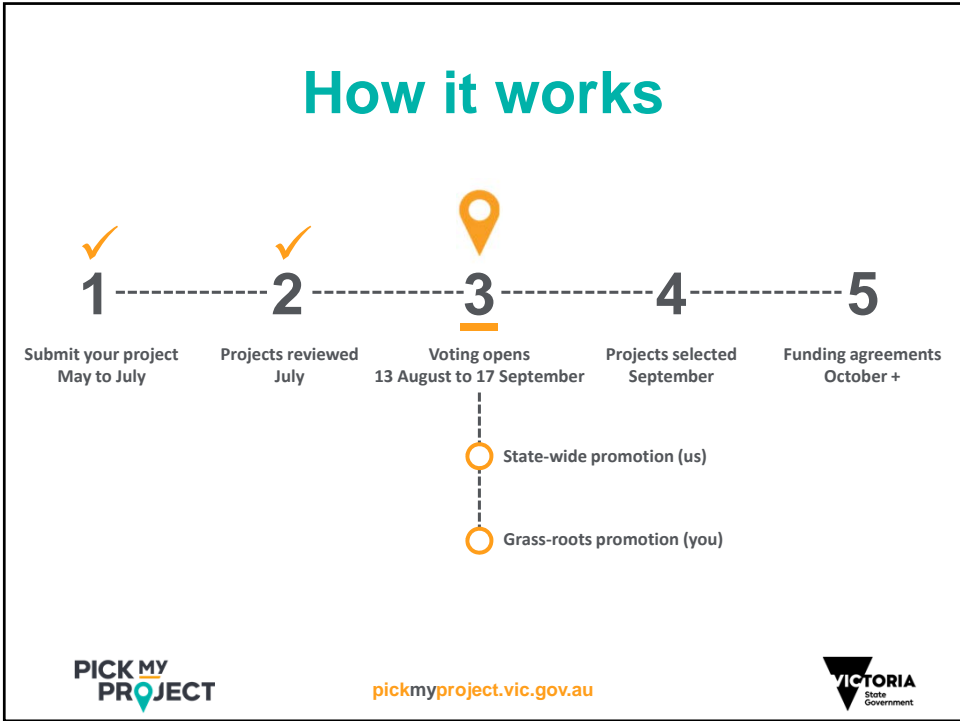
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Webinar housekeeping

- *Share some information and then spend some **time answering questions***
- *Everyone **muted** to help with sound quality*
- *Chat function and **'raise-hand'** tool available through Zoom during the webinar*



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How to promote...

HOW TO PROMOTE YOUR PROJECT

Think local!

- Think about how you can promote your project locally. This could be through local media, community groups, or local businesses.
- Think about how you can promote your project to your local community. This could be through local media, community groups, or local businesses.
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TIP! Think about how you can promote your project locally. This could be through local media, community groups, or local businesses.

Drop in

• Drop in to the Project Open and Pick My Project Open events. These events are held in August and September 2018. You can see how to promote your project locally.

TIP! Drop in to the Project Open and Pick My Project Open events. These events are held in August and September 2018. You can see how to promote your project locally.

Get social!

- Think about how you can promote your project on social media. This could be through Facebook, Twitter, or Instagram.
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TIP! Think about how you can promote your project on social media. This could be through Facebook, Twitter, or Instagram.

People power!

- Think about how you can promote your project through your community. This could be through community groups, local businesses, or local media.
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How to promote...

Now it's time to get the word out in your community, and get people to vote!

- Get social
- Think local
- People power
- Drop-in



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Get social →

- **Your project idea** has a unique web page, share the link across your social network such as email or Facebook. Ask your friends to share your posts or emails through their networks.



- Share or **post regularly** to your network to remind them to vote
- Start with one of our Facebook posts, and **add your own unique message**.
- A picture is worth a thousand words, don't forget to **use both words and images!**

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Think local →

- Use the **DL Flyer**, print and distribute to your community, to encourage them to vote.
- Talk to local businesses, cafes, or corner stores. Who could be your **ambassador**?
- What local **community boards, newsletters, or events** could you utilise?

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People power →

- **Ask your partner organisation** to help spread the word about your project, using their communication channels.
- **Word of mouth** – talk to your family, friends, neighbours and colleagues about your project idea and encourage them to help you spread the word.
- Host a **'How to Vote' event** for your local neighbourhood – support local people who can't vote.

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Drop in and ask for help →

- The Pick My Project team will be hosting events and drop-ins across the State throughout August and September 2018.
- Contact centre team also available to help via phone and/or email.



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Getting your message across

A compelling story has the power to get people's attention...

1. **Firsts:** does your project idea break new ground for your local community? Is this something that's never been done before?
2. **Solutions:** does your project solve a frustrating community problem?
3. **Virality:** social media is a rich source of stories told in a creative, funny and quick manner.

Simplicity: Keep your message simple, short, and plain English. What language will stick with your target audience. Such as a time-poor parent, or youth, the elderly etc...



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Resources and support

Contact Centre: 1800 797 818

For further advice about the process, using the website, or to speak to our staff in a different language

Website: pickmyproject.vic.gov.au

To access information resources, promotion advice and materials, guidelines, browse and vote for projects, or find out about community events near you

Facebook page: facebook.com/pickmyproject

To see who else is talking about this, post comments or questions

Community events

Come along, learn more, get support, and meet some like-minded community members or groups



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Questions about...

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Thank you!



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