



USING DIVERSE MEDIA TO GET THE WORD OUT

Promotion is seen as key to a successful peer network. One peer network felt that people needed lots of notice and constant reminders that an event was happening and good promotion as to why it was worth turning up.

"Promote, promote, promote, make the posts engaging and conversational with good use of images and not too many words! Ask your peer members to tell their friends."

JFY Peer Connector

Apathy is Boring sees the online presence as playing a central role, and it's worth taking the time to assess and monitor what works well. Ask your young people and get them involved in designing and owning the promotion.

"Your organisation's online presence is your face to the world. Most people, but especially youth, turn to social media first when seeking information about an organization. Your online presence therefore plays a central role in spreading the word and forming first impressions. A sloppy, ad-hoc online or social media presence can make you look out-of-touch or lacking in credibility. Trust us: there IS such a thing as bad publicity online."

Apathy is Boring's Youth Friendly Guide

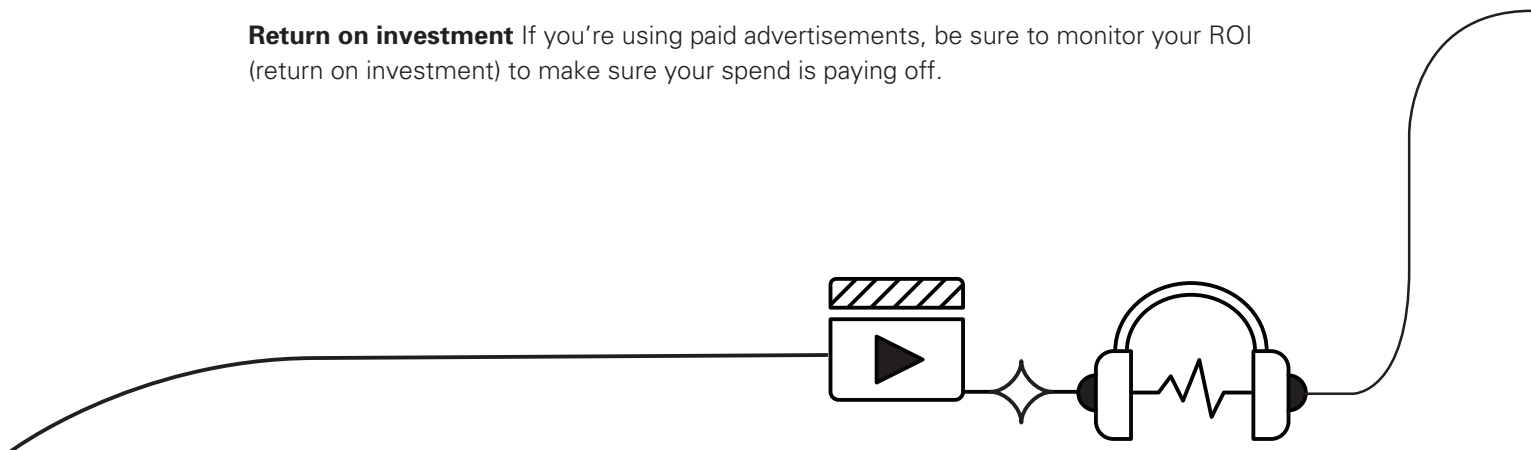
In order to assess whether your social media campaigns are successful, key metrics to measure include the following:

Engagement rate Are your followers engaging with the content you post? Look for trends and re-post your top content to improve your engagement rate and to show up in more feeds.

Clicks How many social media users are clicking on the links to your ticketing page?

Sales If you use Eventbrite, you can see how many sales each social media channel has driven in your event reports.

Return on investment If you're using paid advertisements, be sure to monitor your ROI (return on investment) to make sure your spend is paying off.



For more information

YERP by Youth Affairs Council Victoria:



<https://yerp.yacvic.org.au/get-started/involve-young-people/involving-young-people-guiding-principles>

Youth Friendly:



<http://youthfriendly.org.uk/index.php/what-we-do/youth-friendly-documents>

Apathy is Boring developed the **Youth Friendly Guide** to help non-profit professionals meaningfully engage young people in shaping and directing their organisations:



http://www.youthfriendly.com/uploads/3/1/3/9/31399973/youth_friendly_guide_4th_edition.pdf

This blog on **Eventbrite** shares twelve essential steps to take to promote your event on social media:



<https://www.eventbrite.com.au/blog/promote-event-social-media-12-steps-ds00/>

Build Social Consulting:



<https://buildsocialconsulting.com/youth-engagement-social-media/>



The next bead is now on the string as word spreads about the peer network and the great things it is doing. As Oscar Wilde once said:

“There is only one thing in the world worse than being talked about and that is not being talked about.”⁸

The next section reminds us that it is important to take opportunities to step back so that the young people themselves can lead the peer network. The section looks at how those leadership skills may develop.

Take a moment to think about the language you are using to communicate with young people. Could you change it? What positive attitudes and beliefs can you bring to the network?

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