

Publicising your project and Allchurches Trust grant on social media

Posting to social media about your project and your Allchurches Trust grant is a great way to boost your profile online and to raise awareness among other potential funders. It's also an opportunity for you to tell everyone about the great work you are doing! Here are our top social media tips.

Photography

Social media posts which include photography perform, on average, 150% better than ones without, so make your photos work hard for you!

Take photos of **people, not just **objects and rooms** (but make sure you've asked them first!)**

Social media users love to see photographs of people, and showing how your project impacts on people will make your content much more shareable and relatable. For example:

- If your grant is going towards the construction of a new building, take photographs of your community interacting inside/outside, even if it isn't finished yet!
- If you applied for a grant towards new toilets, don't share a photograph of the loo! Show people using the church or centre to demonstrate how the new facility is opening up your building to your community. If you have a new kitchen, show people baking or serving meals
- Try to avoid taking a photograph of the grant certificate you will receive on its own. Share a picture of a relevant person/group of people holding it and give context, i.e. in front of the new font it will fund or in the library it will transform. Your post can then focus on who those people are and why it will benefit them.
- And don't forget, good photos show how people are feeling and how they interact with the space around them and others, so focus on faces, not legs and shoes! People don't have to be standing or looking straight at the camera. Here are good examples:





Don't forget... if you are taking and sharing photos of Under-18s or vulnerable adults, you will need to secure appropriate consent from a parent or carer (and share those consents with us when providing the photos for our use).

Talk about your **project first** and the grant second

People on social media are most interested in hearing about the story behind the project. Start your post by outlining your project and what it's going to bring to your community. Then you can bring in news of the grant you have received from Allchurches Trust and, if the full story is on your website (or ours!), don't forget to include the link! Here are some examples:

"Our new sensory garden is well underway and looking great! Once complete, it will enable the children of St Rose's School to enjoy the great outdoors. We are so grateful to @AllchurchesT for their recent grant of £1500 towards the project #outdoorspace #sensorygarden"

"The scaffolding is up and work is about to start! Here is project leader Vanessa in her hard hat about to get her hands dirty. Thank you to @AllchurchesT for helping towards making our dream of having a more accessible centre a reality #accessforall"

"Somerset Churches Trust now has grant money available for the installation of roof alarms to help protect against metal theft. With an award from @AllchurchesT SCT can grant up to £1,000 per installation. #architecture #churches"

Using hashtags and name tags in your posts

The best way of getting your post seen by a wider audience is to use commonly used hashtags (such as #churches in the post above, or those related to special weeks and events, i.e. #VolunteersWeek) It's also important to tag relevant people and organisations. To ensure that we see your post (and can like/share it), make sure you tag us in it. Our tags are different for Twitter and Facebook so make sure you use the right one. You can also tag other organisations, such as your diocese, project partners or anyone else you think might be interested, even celebrities!

Twitter - @AllchurchesT

Facebook - @AllchurchesTrust

Perhaps most importantly, learn from others! If you see other people doing social media well, particularly organisations or individuals with a similar profile or mission to you, follow their lead! Doing your research can be a great way to boost your following, your reach and your engagement. Oh and don't forget to have fun along the way. Social media is all about joining in with a conversation, so, as long as it is appropriate, keep the tone and the content light. **Enjoy!**