

Marketing offer for Ageing Better groups

Ageing Better in Birmingham supports groups who help reduce isolation for people over 50 in the city. Whilst the programme supports groups in various ways, this documents highlights how we can help your group with marketing.

500
visitors
per
month

Ageing Better in Birmingham website

Website blog www.ageingbetterinbirmingham.co.uk/latest-news

Stories from the programme, including about groups who are meeting in the community can be promoted through the blog. You can write about anything that you are interested in, as long as it can be related to people over 50, such as:

- Experience in getting older people involved in their group
- Story about an activity that has taken place/ will take place
- Highlight on a member or a couple of members, and their experience of isolation
- Hobby- focus for example if a member of a group would like to write about their interests

Gives you autonomy / quick turn-around / you can add website links and photos No limit to the amount of information you can add

What you would need to do:

- ☺ Either write 200-500 words about your choice of subject
- ☺ Or ask us to interview you so that we can write a blog post based on your answers! We will never post anything without your permission so you will always be able to read the final version before it goes online.

Events listing www.ageingbetterinbirmingham.co.uk/events

Our website has a page listing all the supported group activities taking place across the city.

- It outlines activities that the group puts on, usually over 100 activities are advertised on the website *every month*
- it details what takes place across Birmingham, including date and time of activities, contact details and what the group is all about

Shows your event in a calendar / Lists activities based on interests

What you would need to do:

- ☺ Ask your Network Enabler to upload your activities to the Ageing Better website. They will need the date, venue and contact details as well as a description of your activity.

Twitter

800
views
per day

Whether you have a Twitter account or not, we're happy to shout about your group activities and can link it to an event listing, blog post and Facebook.

- Twitter posts are called tweets and are limited to 140 characters per Tweet although it's easy to add website links and photos.
- Tweets can reach a lot of people quickly, and can link up to national awareness days, other charities and organisations

You are limited in terms of how much you can write in a single Tweet

You can link to blog/events listing/other Twitter accounts

Easy to link with awareness days such as Ageing Together Week / Carers Week / Coming Out Day

What you would need to do:

- ☺ Think about what you would like to promote: is it a particular event or your group?
- ☺ Contact elinas@bvsc.org to let her know that you would like the programme to post on Twitter, and what you would like to promote. This could be a specific event, in which case you should also send any posters/leaflets and information through.

Facebook

2,9m
users
over 65

Whether you are on Facebook or not, it may be worth considering this platform to promote your group. In 2018 and in UK alone, 12 million people over the age of 45 use Facebook. We are happy to promote your group activities and can upload links and photos to go with the promotion.

If you use Facebook, you can link your group or personal profile to the Ageing Better page

Easy to use if you are familiar with Facebook

You can link to blog/events listing/other Facebook accounts

What you would need to do:

- ☺ Think about what you would like to promote: is it a particular event or your group?
- ☺ If you are already on Facebook, you can find out programme page and link a post to it: <https://www.facebook.com/Ageing-Better-in-Birmingham-786297684870417/>
- ☺ Alternatively, you can contact elinas@bvsc.org to let her know that you would like the programme to post on Facebook, and what you would like to promote. This could be a specific event, in which case you should also send any posters/leaflets and information through.

Press releases

If you have something special happening, such as a big event or a great story that you would like us to really highlight for you, we can write a press release about your group and the activity. This can be sent out to our list of media. Usually we get picked up in local blogs and newspapers across the city such as:

- Neighbourhood News and Views
- The Birmingham Press
- BBC Radio West Midlands
- Care choices
- Moseley Forum
- Birmingham LGBT

Local
and
national
news

*For special events or stories/ Can really highlight your group to more people in Birmingham
At times picked up by printed media such as Birmingham Mail and national newspapers
Needs to have a stronger link to the programme than a blog post
Less autonomy but still your story*

What you would need to do:

- ☺ Usually about 500 words, you can write an article yourself, OR:
- ☺ Contact elinas@bvsc.org to let her know what you would like a press release about. We can then arrange to have someone from the programme contact you for an interview so that we can write the press release for you
- ☺ Be prepared with photos to go with your story

We will never post anything without your permission so you will always be able to read the final version before it goes out.

SUMMARY

We love to talk about the difference you make to isolated people over 50 in Birmingham! There are lots of ways to promote your activity and we're here to support you do that, so that more people can benefit from groups like yours.

If you want support with promoting your activity, we are here to help. You can always contact your network enabler for support, or if you want to have a conversation with Elina, who is responsible for promoting the Ageing Better in Birmingham programme, call her on 0121 678 8808 or email elinas@bvsc.org