

# Recruiting and Promoting Your Group

## 5 Top Tips from Sarah and Becca!

1. Social media is your friend! We used Facebook, Instagram and Twitter for several reasons, such as contacting the young people we were working with, recruiting new group members, advertising our session and trips, sharing progress and photos and generally building interest in the wider community. We were surprised by how quickly we developed a following of people who were interested in the project. Getting onto social media and keeping your pages up to date is a great way to start!

2. Advertising online and through other agencies is great, but we found the best response came from visiting schools and other youth groups directly. This way teachers/ youth workers etc can get to know you and you can pitch to young people directly.

3. If you get the chance, attend other events to advertise your project. For example, we spoke about our project at an International Women's Day event at our local college. This is great when you're starting out, but also an awesome opportunity to show off the hard work you and your group have done when you get further down the line.

4. Don't have too fixed a view of how you imagine your group will turn out. Think outside the box and be prepared to adapt your plans to best suit the needs of the young people you're working with. If you are too rigid in your expectations, you might miss out on some awesome alternative opportunities.

5. Don't expect it to happen overnight! If you're starting from a grass roots level it can take time to build up some momentum. Don't take it personally if you struggle to recruit young people/ working partners in the beginning. It took us months of hard work to get a group together, but it was absolutely worth it!

Project in partnership with:

