Social Marketing Toolkit

How to advertise your community activity

ARGYLL & BUTE

THIRD SECTOR INTERFACE

Living Well

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Introduction

Purpose of this toolkit

To help third sector organisations such as community / voluntary groups, social enterprises and charities:

- Raise awareness of an event or activity via social media channels.
- Increase participation from diverse community members.
- Communicate clearly, positively, and accessibly.

It includes key points for groups **already active on social media** - and is also designed for those who might be **new to using these tools** to promote their community work.

If you already know your way around social media for advertising community activity, skip straight to section 10 which comprises of a summarised version of the toolkit and a handy checklist.

If you are new to using social media for this purpose, you might...

- Read the toolkit cover to cover.

- Dip into templates/checklists.

- Skip sections that feel too basic.

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SOCIAL MEDIA - a definition for the Third Sector:
Online platforms that allow community groups to communicate with members, advertise activities, share updates and photo
and reach new people in the local area.

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Sections:

Terminology

APP (Application)
A small program you install on your phone or tablet to do a specific job, such as sending messages or sharing photos. Some organisations also offer apps with information specific to their work, e.g. NHS 24.

CANVA
An example of a website where you can make attractive posters and social media images by choosing a template design and editing the words and pictures. There is a basic free version - and a paid-for version. There are other similar websites also available. Here's a link for interest: www.canva.com

EVENTBRITE
An example of an online event management platform that allows organisations and community groups to advertise events, manage bookings and issue tickets. It can be used for both free and paid-for events.

FACEBOOK
A social media platform where people and community groups can share updates, photos, digital posters, create events and connect with others.

INSTAGRAM
A social media platform mainly used for sharing photos and short videos accompanied by small amounts of text.

LINK
A clickable web address, or piece of text or image that takes you to another webpage when you tap or click on it. A link is often shown in blue and underlined.
Groups often share a link to:
- an event booking page
- their website
- a newsletter sign-up form

LOCAL GROUP / LOCAL COMMUNITY PAGE
A page on social media, often on Facebook, where people from the same area share news, events, recommendations and community information.

META
The company that owns Facebook, Instagram and WhatsApp.

META BUSINESS SUITE
A management tool provided by Meta that allows community groups and organisations to create / schedule posts, reply to messages, check notifications and view statistics for both Facebook and Instagram from a single dashboard.

POST
Content you share on social media such as text, photos, videos, links.

PLATFORM
A particular social media website or app that people use to communicate and share content. Different platforms have different features and styles.

PROFILE
Your personal page on a social media platform that shows your name, photo and what you post.

SOCIAL MEDIA
Websites and apps that help people and organisations share news, promote events, and stay connected online.

SOCIAL MEDIA APP
An app that lets you connect with people, share updates, photos or videos, and follow community groups.

TIKTOK

An app and platform for creating and watching short videos. People and groups use it to share ideas, events, tips and entertainment. It is very visual and often includes music, captions and effects.

WHATSAPP

A messaging app that allows individuals and community groups to communicate privately, or in groups. You can send text messages, photos, videos, documents, voice notes – and make voice or video calls, including group calls.

WEBSITE

A place on the internet that you visit using a web browser to read information or carry out tasks, e.g. www.ablivingwell.org

Website vs App – What's the Difference?

*A **website** is something you visit using an internet browser (like Chrome or Safari). It does not need to be installed.*

*An **app (application)** is something you download and install directly onto your phone or tablet. It appears as an icon on your device's screen.*

*You **visit** a website.*
*You **install** an app.*

1. Starting with the Basics

STEP ONE: WHERE to advertise your event or activity - and how.

If you already have an established way of communicating via social media, continue to use this platform as well as considering additional means. Section 2 "Best Channels to Use" expands on the various options.

GOOD PRACTICE: Before creating a post, write down:

Your activity

- What is it?
- Who is it for? (age range, interests, beginners, experienced…)
- When is it?
- Where is it?
- Are there any costs involved (e.g. donation for a coffee afterwards)

Your main goal

- Awareness (important that people know it exists)
- Attendance (important that people show up)
- Sign-ups (direct messages, forms, enquiries)

Taking the time to make these initial notes will help ensure that essential information is consistent across all posts and flyers.

Question: Do I need a design programme like **Canva** to make posts?
Answer: No. Canva <u>can</u> be helpful to make flyers and consistent branded posts but a simple Facebook post with the right photo and comprehensive information can be equally effective and in fact may provide a more accurate picture of what users / newcomers can expect.

Question: Do we need to find money to advertise our event or activity?
Answer: No. Choosing to pay for advertising on Facebook or Instagram *might* help increase your following, but most small / medium sized groups do not pay for advertising. Promoting your activity by posting on your own page - and local groups / pages is usually enough and reaches the local people you are trying to connect with.

EXAMPLE: *Here's a link to a Local Community Page:* **_Dunoon Argyll Scotland_**
*TIP: Be aware that such pages are run by individuals who will have their own standards / ethics. Be sure to have a good look through Community pages and the way in which they are managed **before** deciding whether you wish to share information about your organisation on it.*

2. Best Channels to Use

Before you start posting, have a look around on other similar charity and group pages and see **what sort of content** they are posting **and where**. Get a feel for what seems to work and find a style you like.

Facebook

Facebook is a website and app where individuals and community organisations can create pages or groups to share news, promote events, communicate with members, and connect with the wider community.

Best for: Local visibility and reaching people already in the community

Benefits:

- Most widely used platform for **local community information**
- Local groups and pages are **very active in rural areas**
- **Easy to share posts** between groups
- Good for **clear event information** and reminders

TIPS:

- Posts may need to be repeated for maximum engagement.
  For example, you may wish to try posting at 9am, then again at 3pm, then again at 7pm - on the same day, or over the course of a few days.
- Keep posts short and use positive, friendly language.

How do I get started on Facebook?

Register at www.facebook.com. Set up a personal profile if you don't already have one. This can be as minimal and basic as you like. Then set up a page for your community group or activity. You will be the 'administrator' of said page – because it will be connected (in the background) to your profile. Once you have set up the page, you can then search for and join the relevant community Facebook pages.

*EXAMPLE: if you search at the top of your Facebook newsfeed for "Helensburgh" you will see Groups such as "*__*Helensburgh and Lomond Community Group Scotland*__*". A post on that page has the potential to reach up to 15,000 people in the community. You may need to answer a few questions when requesting to join and post in the group. Sometimes it can take a couple of days for a join request to be accepted.*

Example of a community Facebook page set up by local resident.
Local events are shared on this page but so are personal matters, for example - a plea to help find a lost wedding ring, opinions on ferry cancellations etc. The management of all posts and comments are in the hands of the person who set the page up.

Example of a page run by a Community Development Trust.
Local events are shared on this page.
The content will be monitored by the Trust to ensure that it compliments their ethos and purpose.

Instagram

A social media app where you can share photos and short videos, follow friends and local groups, and see what others are posting.

Best for: Visual reminders and reaching slightly younger or "new" audiences.

Benefits:

- Great for sharing **photos of local activities and scenery**
- Sharing photos exemplify the activity as **friendly, relaxed, and welcoming**
- Posts and Stories work well as **gentle reminders**
- Good for people who don't like long blocks of text

On Instagram, every account starts as a standard account (what many people think of as a personal profile).

You can then choose to make it a:

- **Personal account** (for private individuals)
- **Professional account** (for businesses, charities, community groups)

A Professional account can be set to:

- **Business**, or
- **Creator**

Most community groups would choose **Business** because its official 'style' means it more clearly represents an organisation. It also offers many useful features.

TIPS:

- Instagram works best with **simple images and short text**
- Instagram is no ideal for long explanations or detailed instructions

EXAMPLE OF POST ON INSTAGRAM:

Wonderful Seal Spotting Stroll today!

BletherWalks Join us next Wednesday for this gentle walk and enjoy our new telescope. (Don't worry, Big Rab carries it!)
Meet 10am at Bàgh Ròin Bus Stop. less

14 seconds ago

ICONS:

The heart may be clicked for people show their enjoyment of the post. It is often called ad 'like'. A number will appear next to the heart indicating how many people 'liked' the post.

The speech bubble may be clicked by people wishing to comment on / ask questions about the post. You will be able to reply.

The paper plane may be clicked for people to share the post with others, or to their own Story.

The bookmark can be used to save a post.

TIP: Instagram has "posts" (added by clicking the **+** icon on your profile) which stay displayed on your profile "grid" permanently - and "stories". Stories are added by clicking on

your profile picture and they are meant as a quick "snapshot" of your day. **Stories only stay visible for 24 hours.** Both posts and stories can be photos or short videos. You can use the tools on Instagram to add backing music or text on top of your content if you wish. Take your time and have a play around with what's there.

WhatsApp Groups

Best for: Direct communication with people who already attend or have shown interest

Benefits:

- Very **high engagement** – people usually see messages
- Ideal for **last-minute updates** (weather, meeting point changes)
- Feels personal and trusted
- Works well in rural areas with strong community links

Things to know:

- Not for public advertising – it's for people who **opt in** and users should be aware that all members of the group can see the mobile numbers of all other members.
- Needs clear boundaries (e.g. one-way updates vs chat). The group can be set up with only the admin (you) able to post but others able to do a "thumbs up" to indicate they are attending. This prevents messages coming in out of hours and you needing to moderate the chat etc.

Good use:
"Reminder: walk on today at 10am, meeting by the hall. Thumbs up if you're coming!"

TikTok

Best for: Raising awareness of your activity and its benefits.

Benefits:

- Short videos can quickly show **what your activity is really like**
- Can reach people who don't follow community pages
- Very effective for **showing mood and atmosphere**

Things to know:

- Not essential – optional if someone enjoys using it
- Works best with **simple, informal videos**

- No need to dance or be trendy!

Good use:
A 10-second clip of people on a coffee morning with a quick shot of cakes and people chatting with text:
"Join our Tuesday coffee morning! - Tighnabruaich Village Hall"

Other Options

- **Email** newsletters
- **Offline** (still very important!)

- **Posters** on supermarket / community notice boards, in libraries, GP surgeries, cafés, community centres

- Articles / adverts in **local newspapers**

- **Word of mouth** is especially powerful in rural communities- encourage your members to "bring a pal".

- **Announcements** at other appropriate local events or group meetings

- **Networking** with local groups: reach out to your local Community Link Worker if you have one and consider which other groups might have an overlap. E.g. If you are a dementia support group, make sure you speak to the local Carers support.

CHECK OUT **www.wearewithyou.org.uk** for more information on Community Link Workers.

3. Knowing Your Audience

Who do you want to reach?

Ask yourself:

- Are they **young people, parents, adults**?
- **Where** are they most active?

  o Teens/young adults → Instagram, TikTok
  o Parents/adults → Facebook, Instagram, WhatsApp groups
  o Older adults/local → Facebook Community Groups, notice boards, local paper

👉 Focus on **1–2 platforms**, not all of them.

If your activities are aimed at certain audiences, such as young children, remember they will have representatives using social media on their behalf.

Most platforms rule that users must be over 13*[1] to create an account. Therefore, it will be parents / caregivers that read the post. Nevertheless, it is important to demonstrate that the organisation understands the intended audience and its needs.

Therefore, try to develop a friendly, consistent, audience-appropriate 'voice' and details.

TIP: To reach older adults - physical posters and flyers on noticeboards as well as articles in local newspapers are also important and effective.

The Fyne Den
24 February at 19:00

Conker is here to tell you that we have a ✨SPECIAL OFFER✨ coming up!

On Sundays throughout March, you can get 20% off ticket prices. Tickets can be purchased through our website (discount applied at checkout) or pay on arrival and receive 20% off - every Sunday in March! We hope to see you then 🤩

discount does not apply to group bookings or parties

TIP: Is there a 'What's On' website for your area? If so, check it out. If you are happy that it is being well managed and kept up to date, you may want to submit your events to them too.
EXAMPLE: *whatsondunoon.co.uk – operated by a local community development trust.*

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4. Key Messages (Simple and Reassuring)

Social media requires the use of friendly, inclusive language that makes clear the activity on offer:

- "Gentle walks at a pace everyone can enjoy"
- "No knitting experience needed – just come along"

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[1] *be aware this could change.

- "Free, friendly and local"
- "Yoga: a great way to move, chat, and feel better"

TIP: Avoid language that sounds competitive or intimidating. Focus on **benefits** of activity rather than characteristics of the group to avoid stigma where possible.

EXAMPLE:
A new walking group has a goal to include those who are socially isolated. Rather than: "Feeling lonely?! Come and walk with our Lonely Lochgilphead group!", a positive post could be:
"A great way to meet some new people while enjoying a gentle walk."

If the activity is aimed at a very specific demographic, this needs to be stated upfront to **avoid confusion**.

EXAMPLES:

- *"A crafting group for autistic women"*
- *"A supportive group for survivors of bereavement by suicide"*

And remember to **add details that encourage people** to attend:

- "Open 2 – 4. Please drop in anytime between 2 - 3.30pm."
- "Plenty space to park a pram - and, of course, breastfeeding welcome."
- "Let us know if you have any access requirements by calling…"
- "Wild weather? Call ahead on this number to check we are going ahead."

5. Branding Basics and Illustrated Examples

Community groups don't need fancy design—just **consistency**.

- Use the same group name and logo (if you have one) across platforms
- Pick 1–2 colours and stick with them if using flyers or branded posts
- Use real photos of the activity (with express permission)

TIP: Some people prefer not to have identifiable photographs of them posted online.

EXAMPLES OF ALTERNATIVES:

- *A walking group photographed from behind*

- *Photographs or scenery of where the activity took place*
- *Photographs of props e.g. For a photography group: a hand and camera lining up a shot of a local vista. Or for a football group: a pair of football boots sitting with local scenery in the background.*

Get creative!

If you are using a design software like Canva, they have many stock photographs available, but local, authentic photos are best!

Here are some examples using free social media 'posts' and more polished 'Canva' finishes.

This eye-catching flyer was made in less than 10 minutes using a Canva template.

All the graphics are pre-programmed so all you need to do is modify the text.

It could be **posted** weekly on a community Facebook page as a reminder a couple of days before the event. The text you type in the post that accompanies the flyer, could provide any additional information relevant to that specific week.

It could also be **printed** and posted on a community notice board or in a Village Hall.

This is a mock-up of **a Facebook post** that would be ideal for posting on both your group's own page (if you have one) and/or a community Facebook group page. It uses an eye-catching picture with some simple text and a friendly inviting tone.

TIP: the arrow points to the "add group" icon. Click on this and it will cross post the advert to any other group you are a member of saving time.
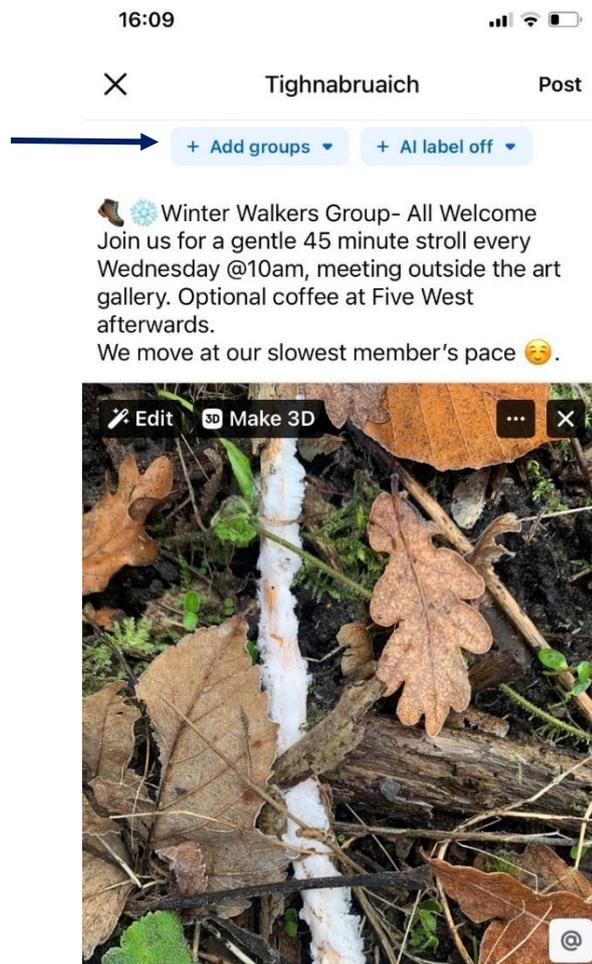
This is an image made with AI which illustrates an example of a suitable WhatsApp post.

In this example, the message and photo are posted to a "Parents in Oban" group advertising a "buggy walk".

IMPORTANT: Posting pictures with children in requires careful consent. Many parents prefer to keep their kids offline.

This is an AI mock-up of what an **Instagram post** might look like promoting a youth mountain biking initiative.

This post uses positive reflection of a past event to help include those who attended and to promote the next event.

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6. Social Media and Poster Templates

As well as finding eye catching photos or video clips, here are some examples of posts which can be adapted to fit your activity:

- **General post before event:**

🚶 Join our new friendly group/activity/event starting next week!
📍 [Location]
📅 [Day & time]
💬 A relaxed x with time to chat
Everyone welcome – just turn up!

- **Reflective post:** What were the highlights of your event?

-- Insert wildlife or other nature-based photo--

EXAMPLE: Such a beautiful day for our first nature walk! We were lucky to see a white-tailed sea eagle and a harbour seal this week. Keen to connect more with your local wildlife? Come along next week! Every Thursday at 10am meeting at Davaar Island parking point.

- **Reminder post** (the morning of - or the day before)

🌿 New Walking/Knitting/Drumming circle group Reminder!
We're meeting this [day] at [time].
Meet at [location].
Hope to see you there!

- **Focus stories:** Add depth to your content - create an occasional feature by choosing a notable event or participant/group leader to focus on.

EXAMPLES:

1. **-- Insert friendly photo of participant Ellen --**

Introducing Ellen! Ellen, aged 86, walks with our group most weeks along with her dog Bingo. Our health walks have been a great way for Ellen to meet new people and motivates her to get outside even if the weather isn't great. "I live alone so it has been fantastic to have this weekly walk in the diary. There are people here who I must have lived round the corner from for years but didn't know - this has been a great opportunity to get to know more people in the village."

2. **-- Insert smiling photo of Youth Worker Iain --**

Meet Iain our new youth worker. Originally from the Isle of Lewis, Iain has a background in learning support. He plays regularly for his local five-a-side team making him the perfect addition to our new sports programme.

- **Poster / Flyer – and contact details, on and offline**

If making a physical poster or flyer be extra sure to include all essential details - posters can stay up for a long time so the information must be accurate. Ensure that dates (including the year!) are clear, otherwise someone may turn up only to find the event no longer exists.

- Name of the walk or group
- Day and time, month and year.
- Meeting point (clear and simple)
- Distance or length (e.g. "30–45 minutes")
- Who it's for (e.g. "All abilities welcome")
- Contact details (email or phone)

TIP: **On social media, any post allows someone to message your organisation** via your page or "comment" with questions under the post itself. Unless you have disabled these options, it is important to monitor them - or provide clarity: "comments / messages may not be checked, instead please email at 1234@1234.scot with any questions or call..."

A physical poster doesn't allow for commenting/messaging of course, so including an email address/website/telephone number so that folk may get in touch is important. And remember, keep those email accounts, telephones and websites **up to date and monitored**.

7. Simple Content Plan (Example) and Scheduling Tips

Each week:

- 1 reminder post (day **before** or morning **of** activity)
- 1 photo or short message **after** the activity ("Buzzing atmosphere at our soup kitchen today! Thanks to everyone who donned a pinny!")

Each month:

- 1 post welcoming new participants, **if** appropriate
- 1 post sharing a benefit or highlight (mood, fresh air, social)

TIP: "Meta Business Suite" can be used to **centrally manage** an Instagram and Facebook account for a group. The beauty of this is that you can prepare posts in advance, then schedule them to be posted on one or both platforms at a convenient time.

TIP: Try to "engage back" with participants regularly on social media if you have the time. **Like and briefly reply to comments and engage with relevant posts from other community groups** and participants. **Follow** or **add** other groups in your community with similar goals. **This all helps build an audience** and network.

TIP: For your online posts, **timing** is important. If you're a night owl who likes to post at 11.30pm, bear in mind that much of your intended audience might be in bed and will miss the post. Likewise, at 10am many people might be working, walking the dog or elbow deep with the grandchildren! Consider your audience and experiment with what time works for your target community. Use "Meta Business Suite" to schedule ahead.

Morning: Users check phones as they wake up or commute (6AM - 9 AM)

Lunchtime: People scroll during breaks (12- 2 PM)

School pick-up: People scroll while waiting (2.30 - 3 PM)

After Work: Evening hours (5 PM - 7 PM) as people unwind

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8. Accessibility and Inclusion Tips

Use plain language
No jargon or acronyms.

Use inclusive language
Avoid assumptions about gender, family structure, ability or income.

Say "everyone is welcome" only if it's genuinely true — and back it up with access info.
Be clear if an event is aimed at a specific group and explain why. For example, you might have a coffee morning specifically aimed at women with autism or a support group for men with mental health conditions. Be clear that the activity is for **this group only**.

Some charities and groups in this position use platforms like "Eventbrite" to allow a free ticketing/booking system giving more control over participation.

EXAMPLE WORDING:

"If you are not an autistic woman or non-binary person over 18, we ask that you do not attend our support group. If you are a non-autistic person wishing to learn more about autism, visit our website for workshops and training: www.xyz.scot"

Structure your text: use short paragraphs, bullet points and line breaks.

Use large text on posters and if possible, **caption (subtitle)** videos (there are automatic options for this).

Include access information upfront where possible: mention toilets, benches, or rest stops if available.

EXAMPLE:
"The venue has step-free access and an accessible toilet. Please message us if you have any specific access needs."

9. Safeguarding and Trust

To help people feel safe:

- Share who leads the activity
- Mention group size if small and friendly
- Avoid sharing personal details publicly
- Get permission before posting photos

Criticism and Negativity Online:

- People often worry about causing offense or drawing criticism online. This is relatively rare for charities and community groups. It is impossible to completely ensure that no one will ever be offended by your content but with a considered approach and a plan in place for how to respond if negativity does arise, you are off to a good start.

1. Aim for "thoughtful", not "perfect". What people usually respond to is intent and responsiveness, not flawlessness. A healthy mindset:

"We're trying to be inclusive - and we're open to learning."

2. Be clear about who you are and what you're doing. Many issues come from vagueness. Before posting, ask: Who is this event for? Who is it not for? What are we trying to achieve and why? Clear purpose reduces misunderstanding and unrealistic expectations.

3. Don't guess — say what you know. If you're unsure about access, identity, or inclusion details, say what **is** available. Invite people to get in touch about additional needs and be proactive about having an open, productive discussion.

4. Have a simple response plan <u>before</u> something goes wrong

This is important and often missing. Agree in advance:

- Who monitors comments and messages
- Who replies publicly vs privately
- When to pause and escalate internally

You don't need a policy document — just shared understanding.

Responding to negativity or criticism:

Here is a worked example of where negativity could arise and an appropriate, thoughtful response.

EXAMPLE: You run a group for survivors of bereavement of male suicide (a charity is permitted exemption to gender discrimination in the Equality Act in situations where they are addressing a specific disadvantage linked to a "protected characteristic", in this case male gender).

Someone called Anna comments on a post "women are at risk of suicide too - I lost my sister this way" and expresses upset.

- **Respond — don't defend.** Don't ignore and block unless someone is being abusive. Silence can do further damage.
- **A calm response** goes a long way.

Good starting points:

- **Acknowledge:** "Thank you for pointing this out." "We appreciate you taking the time to explain."

Avoid over-explaining or justifying immediately. And, again, don't defend: "We didn't mean it that way." "No one else had a problem."

- **Compose a thoughtful response:** "Hi Anna, thanks for raising this really important point and we are so sorry for the loss of your sister. While x (our organisation) has a focus on male suicide we do understand that suicide can affect anyone and any gender. On our website www.xyz.co.uk we have a "resources" page which has lots of information about all the different organisations who support those affected by suicide."

Very occasionally it is necessary to remove comments and sometimes even individual members from online groups. It is possible to delete abusive comments completely and admins can also ban people so that they are unable to request to rejoin the group.

It is good practice to have clear group rules written in your description, warn someone once if their behaviour is borderline, remove serious abuse immediately and to have more than one admin if possible so that action is always taken swiftly.

10. A Quick Toolkit Summary and Speedy Checklists for Groups

A short summary of the Key Points from This Toolkit

1. This toolkit shows that successful promotion of a community activity does not require marketing skills, paid advertising, or design software. **What matters most is being clear, consistent, welcoming and visible in the right places.**

2. Before promoting anything, groups should clearly write down and keep consistent this core information for every post, poster and message:

- What the activity is

- Who it is for

- When and where it takes place

- Any cost involved

- The main goal (awareness, attendance, or enquiries)

3. Groups do not need to use every platform. The most effective approach is to choose one or two places where their intended audience is already active:

- Facebook community groups for local reach

- Instagram for visual reminders

- WhatsApp for people already involved

- Posters, local papers and notice boards for offline visibility

- Word of mouth and local networking remain extremely important

4. Messages should be friendly, simple and reassuring. Focus on the benefits of the activity (meeting people, feeling better, enjoying time together) rather than labels that may create stigma. If an activity is specifically for a certain group, however, this should be stated clearly and respectfully.

5. Professional-looking promotion comes from consistency, not graphic design. Use the same group name, similar colours, and real photos where possible (with permission). Simple posts with clear photos are often more effective than complex designs.

6. Regular promotion does not need to be time-consuming. In most cases:

- One reminder post before the activity

- One reflective post after the activity

is enough to maintain visibility and grow awareness over time.

7. Timing matters. Posts are more likely to be seen in the morning, at lunchtime, early evening, or weekends rather than late at night or during working hours.

8. Physical posters and printed materials must include all essential information because people cannot ask questions like they can on social media. Clear contact details are important.

9. Accessibility and inclusion should be considered in all promotion:

- Use plain language and clear formatting

- Include access information where possible

- Avoid assumptions

- Be honest about who the activity is for

10. Groups should not worry about being perfect online. Negative feedback is rare.

What matters is being thoughtful, clear about your purpose, and having a simple plan for responding calmly if concerns are raised.

Your Speedy Social Media Checklist:

- ✅ Choose 1–2 places to promote
- ✅ Use templates to ensure all relevant information is included
- ✅ Post regularly, not perfectly.
- ✅ Keep messages welcoming and simple
- ✅ Invite people personally when possible

During your activities try to remember to take a few photos (with the appropriate permissions) to use to promote your group.

🔔 Remember it takes time to gain an online following and engagement.

If your group is taking time to gain traction, keep at it and try to increase and diversify what you are posting. Take note of what sort of posts are doing well. You can also consider changing your means of promotion if you don't feel things are working out after a while e.g. going from posters on notice boards to trying Facebook.

HELPFUL LINKS:

[Living Well](#)

[Using social media safely | Age Scotland](#)

[Online safety for teens | Parent Club](#)

[Misinformation, disinformation and 'fake news' | Parent Club](#)

[Let's make social media more accessible | Mencap](#)

[How to make your social media accessible | RNIB](#)

[Digital inclusion - SCVO](#)

[Argyll & Bute Third Sector Interface](#)