



Publicity Guidance

- Ask for FREE coverage in parish magazines and local press – don't be afraid of saying that the RSCM is a charity
- When you send the press release don't be afraid to follow up with a phone call!
- Most local radio stations provide FREE website listings of events in their area
- Use What's On guides – they are free!

- **Facebook Guidance**
- Regularly change your cover photo so it is more fitting to the next event you would like to promote
- Share your Music Sunday event to local community groups on Facebook
- Make sure that anyone who is involved in the event (including your choristers) use the hashtag #RSCMInternationalChoristerDay on your Facebook/Twitter & Instagram feeds to tag us so you can appear on our 'wall' of social media posts
- Update your events calendar on your Facebook page as then you can post messages directly to the event rather than relying on people to scroll down to the post (which often they won't)
- 'Pin' your event
- Ask everyone in your church to 'like' your Facebook page. That will mean more visibility as the higher the number of page likes on a page, more people get to view its post on Facebook. This will ultimately help widen your reach and people seeing your posts