

# Inter Faith Week – publicising your activity

## Raising the profile of your activities

There are a number of simple ways to raise the profile of your organisation and your activities during Inter Faith Week, and some of these are covered below. A good starting point is to talk through who your target audiences are and what channels are most likely to reach them.

- Register your activity on the Inter Faith Week website at [www.interfaithweek.org/submit](http://www.interfaithweek.org/submit)
- Use posters, leaflets and social media to make your event known
- Local media – appoint a press officer or media contact for the event
- Find out who the editors are of local papers and radio stations in your area and phone or email them to ask for their deadlines and what sort of information or stories they are interested in
- Write a news release and use it to make your event known
- Answer any enquiries swiftly
- Invite the local papers photographer to your event
- Follow up with good quality photos of the event and provide captions with people's names
- When people register, ask them to sign a release form to say that they are content for photos to be used
- Ask permission from parents/ guardians when using photos of children

## Newspapers, magazines, blogs and broadcast media

If you want local, regional or national media to pick up on your activities through stories or features, it is usually worth building up relationships with journalists, bloggers, editors and presenters well in advance.

Relationships are two-way, and being available to comment/give interviews on relevant topics can be helpful to journalists and build trust.

If you know that a particular journalist has an interest in inter faith engagement, or in the kind of activity you are planning, it is worth contacting them directly.

For further tips on engaging with 'traditional' media, including how to write a news release, visit [www.interfaithweek.org/media/media-tips](http://www.interfaithweek.org/media/media-tips)

## The Inter Faith Week website

List your event on the Inter Faith Week website at

[www.interfaithweek.org/submit](http://www.interfaithweek.org/submit)

This can be a good way to connect to a wider audience.

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This material is based on the Inter Faith Week Toolkit.

To download that and other resources, visit [www.interfaithweek.org](http://www.interfaithweek.org)

Inter Faith Week is a programme of the Inter Faith Network for the UK, Mary Sumner House, 24 Tufton Street, London, SW1P 3RB. [ifnet@interfaith.org.uk](mailto:ifnet@interfaith.org.uk) [www.interfaith.org.uk](http://www.interfaith.org.uk) Registered charity no. 1068934. Company limited by guarantee no. 3443823 registered in England



## Social media

Social media is a very effective tool for raising awareness and profile of activities. More impact is achieved if you actively engage with other users.

Facebook, Instagram, Twitter and LinkedIn are among the most widely used social media platforms in the UK, but it is worth checking out whether that is true for your audiences.

Additional help and support guides to create social media accounts can be found below. They provide simple step-by-step guides for use of the platforms:

 Facebook: [facebook.com/help](https://www.facebook.com/help)

 Twitter: [help.twitter.com](https://help.twitter.com)

 Instagram: [help.instagram.com](https://help.instagram.com)

 LinkedIn: [linkedin.com/help/linkedin](https://www.linkedin.com/help/linkedin)

The Near Neighbours Social Media Toolkit contains many useful pointers, which you can find at:

[www.near-neighbours.org.uk/resources](https://www.near-neighbours.org.uk/resources)

IFN makes use of Facebook, Twitter and Instagram with separate accounts for Inter Faith Week:

 [facebook.com/IFWeek](https://www.facebook.com/IFWeek)

 [instagram.com/IFWeek](https://www.instagram.com/IFWeek)

 [twitter.com/IFWeek](https://twitter.com/IFWeek)

 [linkedin.com/showcase/ifweek](https://www.linkedin.com/showcase/ifweek)

As well as posting information about your event, try to tag key individuals and organisations. You can do this by putting @ before their usernames, for example, @IFWeek will let us know you have mentioned us. This makes it more likely that a user will notice and share your post more widely to their networks.

Making use of hashtags is a good way to signal that your post is linked to a wider initiative or 'trend'. For Inter Faith Week, IFN encourages use of #InterFaithWeek. If you are running an event at which lots of people are likely to tweet, you might consider creating your own specific hashtag and using that as well as #InterFaithWeek.

Including photos or graphics within posts is another good way to get attention.