the Why, Who and How of
TELLING A STORY

Stories are a great way to promote your community group, helping to raise awareness of a weekly club, an event and other community activities.

They can also show the real-life, positive impact your group has had on the local community and on the lives of the people involved. Stories can encourage others to join in and inspire other communities to start a group in their area.

Decide the 'Why'

For every group there may be a different story to tell; a positive story of a great idea, a matter-of-fact story about a local community group, a story to raise awareness of a cause…

It is up to you to decide the 'why' for your group.

Decide the 'Who'

Now that we know what we want to accomplish we can determine the 'who'. If we want to recruit new members for our community group we could try to reach out to the local community. If we want to raise awareness of a cause we might want to contact the local media.

Question prompts:

What is the mission of our community group?
What is the goal of the story we want to tell?
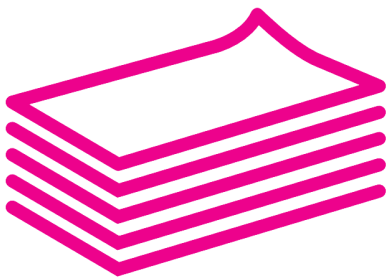**What are we hoping to accomplish?**
Who do we want to reach?
What is the best method we can use to reach these people?

Decide the 'How'

The 'how' depends on the audience you have chosen. If you want to **raise awareness** of an event - a campaign or a cause, making contact with and then emailing a press release to the press officer of the local newspaper would be a positive first step.

If you want to **promote your community** group's activities to the local community - making posters for local shops and creating a regularly-updated Facebook page is a good way to start.

In this pack we have a number of tips, guides, and information for communicating about your community group. We hope that these spark ideas, and that you can take them back to your group to prompt further discussions.

Consent and GDPR (General Data Protection Regulation)

Consent is **vital** when telling a story on a website or on social media;

Clearly explain, in detail, why/where/when/how the story will be published to everyone involved.

Ask for **consent forms to be signed** before any photos, recordings or information is gathered.

Make sure **everyone involved is happy** with the final story before the story is published anywhere.

In May 2018 GDPR came into effect, imposing new rules on organisations operating within the EU. It is **everyone's responsibility** to learn about how this could affect their organisation, so visit this website for a handy guide:

https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr