



# HELPING YOU TO PROMOTE THE WORK YOU DO

A communications toolkit  
for local Age UKs

# Spreading the word about your local services

## Hello,

This guide is to help you promote your services for older people. Whether you're delivering Joining Forces or other programmes, we want to help you spread the word about what you do in your local area.

By communicating about your work, you'll encourage more people to join you for events and access information and advice. It will also help you to bring in funding to run these services, supporting you to transform older people's lives for the better.

## Your comms, your choice

You're busy, we know that. And some of you don't have dedicated resources for communications. Don't worry – we don't expect you to do everything covered in this toolkit. It's a bite-size introduction to communications, with top tips to pick from.

For instance, you might decide to use social media to promote your programmes or focus on building relationships with journalists. Whatever you do, and however much, it will help to promote your work – and improve the lives of older people.

If you have any questions about using the toolkit, we'd love to hear from you on **[joiningforces@ageuk.org.uk](mailto:joiningforces@ageuk.org.uk)**

A huge thank you for everything you're doing to support older people in your local area. You're making the UK a better place to grow older.

## The Joining Forces project team



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testimonials  
from people  
who have been to a  
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accessed the benefits  
they are entitled to.**

# Top tips for writing

**Whether you're drafting a web page or a poster, how you write about your work is important. Use these top tips to write clear, persuasive copy that encourages people to use your programmes.**

## 1. Know your audience

Who am I writing for? What do they know about us? What don't they know? What do they like? What do they need from us? Answer these questions before you start writing to build up a picture of who you're talking to.

## 2. Decide on key messages

What are the three most important things you want people to remember? This could be what your service is, where it happens and how often.

## 3. Use case studies

We are more likely to do something if we think other people are already doing it. Collect testimonials from people who have been to a coffee morning or accessed the benefits they are entitled to. This will pique the interest of readers.

## 4. Keep it simple

Short sentences. No jargon or abbreviations. And don't have too many words on the page. Make it easy for readers to understand what you want to tell them.

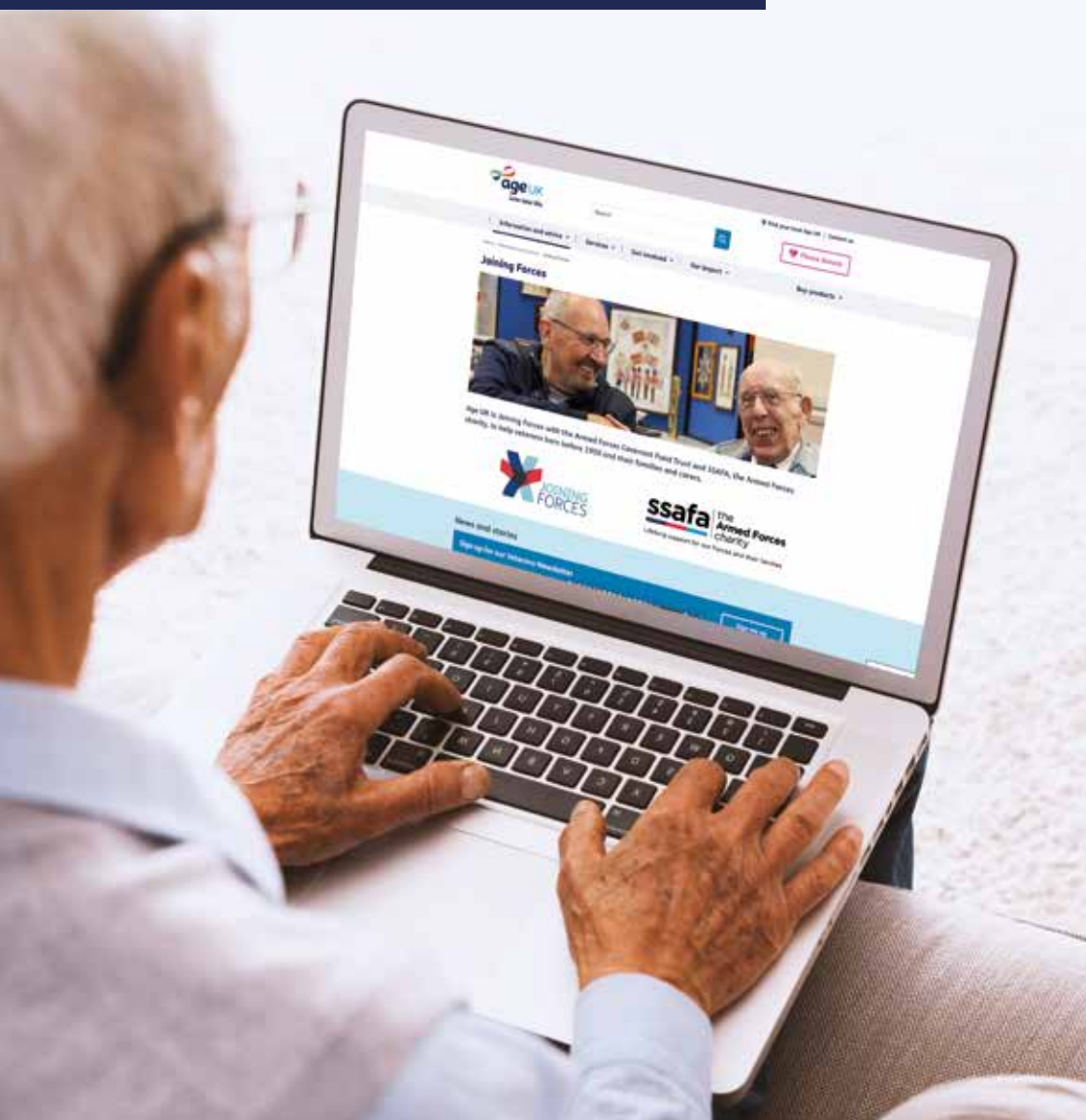
## 5. Call to action

What should people do as a result of seeing your content? Perhaps you want them to email you or come along to your next session. Make this information easy to see. Stick with asking people to do just one thing as they're more likely to do it.



# Top branding tips

Brand is how we look, the way we talk to people, how we sound and present ourselves. These top tips are to help you use the Age UK brand to promote your services.



## 1. Your branding

Building a brand that older people recognise and trust is key. They're more likely to use the services of a charity they've heard of. Use the Age UK brand to strengthen your message and promote your programmes for older people. That means using your local Age UK logo and image bank.

## 2. Be accessible

Some older people who use your services may have visual, cognitive or learning difficulties. From fonts to images and design, Age UK-branded creative is accessible for everyone. Use the guidelines on Brand Hub to make sure your communications materials can be read and understood by everyone.

## 3. Use visuals

Authentic photos bring your work to life, from the laughter at a lunch club to two people enjoying a conversation over coffee. If you're commissioning a photographer, give as much information as possible about what you want to help them capture what you need.

If you don't have the time or budget to commission a photographer, download photos from Brand Hub to use in your communications.

## 4. Keep it straightforward

Don't overcomplicate your messaging and visuals. Our brand works best when kept simple and bold. People are more likely to get in touch with you.

## 5. Be consistent

Use your Age UK logo, font size and colour palette across all your communications channels to enforce the brand. Having a consistent look and feel should increase public awareness of who you are and what you do.



**Watch the  
how to videos  
on Brand  
Hub to help you use the  
online resource.**

# Top tips for using social media

**Social media channels are great places to share content and build communities. Use these top tips to talk about your services online.**

## 1. Make the most of awareness days

National anniversaries provide a useful hook to talk about your programmes. Use hashtags on Twitter – a hash sign (#) followed by a word or group of words that people can choose to follow – to help your content reach an interested audience. This could be the city or town where you are based, for example **#Hull**.

## 2. Use visuals

Your events are the perfect place to collect visual content for social media. Photos and videos are more likely to be shared than posts containing just words. Also, you don't need a big budget – a smartphone is effective.

## 3. Share content

Retweet and comment on content from other local Age UKs around the country. By being collaborative, you'll encourage others to return the favour. Also, promoting activities elsewhere in the UK could help you gain interest for your upcoming event.

## 4. Target the right demographic

If you have a bit of money to spend, consider running paid for posts on Facebook. For as little as £25, you can target local veterans who might be interested in the Joining Forces programme. These are often more effective than posting a message to the masses.



## 5. Use content more than once

Reposting content on Twitter is a useful way to make the most of it. Tweeting on different days of the week and at different times will help you reach diverse audiences.

If you've any questions about using social media, get in touch on **[socialmedia@ageuk.org.uk](mailto:socialmedia@ageuk.org.uk)**



For as little as £25, you can target local veterans who might be interested in the Joining Forces programme.



## Top tips for getting media coverage

**Building relationships with local journalists can help you to promote what you do. Try these top tips to get coverage for your work.**

## 1. Keep an eye on the news

Look out for news stories that you can use as a platform to talk about your work. There might be some new research on loneliness in later life which you could use as a hook to talk about your befriending service. To get an idea of what your local media are interested in, read newspapers, watch the news and listen to the radio.

## 2. Get to know journalists

Make a note of who is writing and reporting on relevant topics. That way you can target the right person when you send a press release. It's also worth contacting journalists on Twitter, as many of them use it to source news stories.

## 3. Add an expert voice

Put colleagues forward as spokespeople to talk to the media and ask them to provide quotes for press releases. This adds a voice of authority to your story.

## 4. Use real life stories

Journalists want to hear about the impact you're having on older people. This will bring your work to life. Ask older people if they would be comfortable sharing their stories about the difference your support makes. All media 'case studies' should sign a consent form before their story is shared. Contact the Services team at Age UK if you need a copy of the consent form.

## 5. Invite journalists to see your work in action

Help the media to understand what you do by inviting them to an event. It will give them a chance to chat to the older people who use your services. To write a great press release follow the writing tips on page 5.

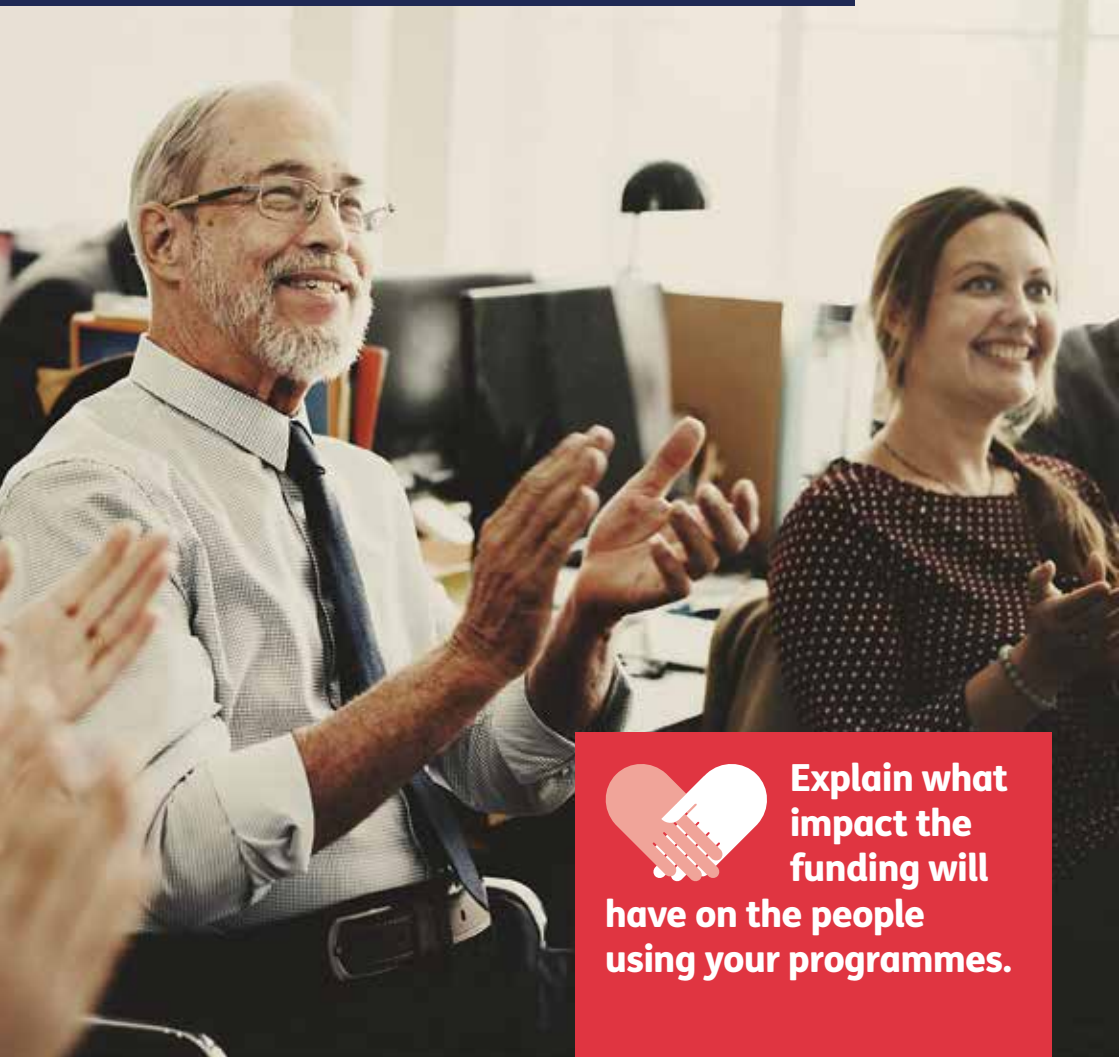
If you have any questions about working with journalists, get in touch on **[media@ageuk.org.uk](mailto:media@ageuk.org.uk)**



**Ask older people if they would be comfortable sharing their stories about the difference your support makes.**

# Top tips for building corporate partnerships

**From charity of the year to event sponsorship, partnering with a company can raise vital funds for your programmes. Use these top tips to build relationships with like-minded businesses.**



**Explain what impact the funding will have on the people using your programmes.**



## 1. Create a target list of local companies

You could:

- a. Contact companies that have an obvious connection with your cause.
- b. Look on a company's website to find out their priorities for corporate social responsibility.
- c. Research whether a company has a history of supporting charities.
- d. Speak to your employees, volunteers and trustees to find out if they have any contacts.

## 2. Be upfront

When you speak to potential partners be clear about how much funding you need. Explain what impact the funding will have on the people using your programmes. Share case studies and survey results to show the difference your work is making.

## 3. Sell the benefits

What's in it for the partner? For example, your programme may improve their business by helping them find ways to better support their older customers. Also, let them know how their employees could get involved in your work, such as volunteering at events.

## 4. Carry out due diligence

Before you commit, think about the risks of partnering with a company. This could be a conflict of interest or reputational damage. Spend time researching the company on the internet.

## 5. Think about resources

Managing corporate partnerships takes time. It could be two years before you see any return from a relationship, so you need to be patient. Decide whether you've got the capacity to give a partnership the attention it needs.

For more advice, contact the Corporate Partnerships team by emailing **corporate@ageuk.org.uk** or call **0203 033 1356**.

# Five things to know about data

**The General Data Protection Regulation (GDPR) came into force in May 2018, changing the way we communicate. Here are five things you need to know about collecting, storing and using people's personal information.**

### 1. Update supplier contracts

You're responsible for the data you collect. So, you're reliant on third-party suppliers to look after this information. Your contracts must include a statement about how the company you work with will process personal data.

### 2. Be open

Explain how you will use people's data and give them choices on how and when you will contact them. People need to opt-in to your communications so there should be no pre-ticked boxes. Use plain English and avoid technical terms to be clear.

### 3. Follow safeguarding procedures

Some of the older people you help may be vulnerable. You may need to speak to their power of attorney (often a relative) to get consent to keep information about them.

### 4. Get permission to share stories

You need to get people's consent to use their case studies in your communications. Some people may be happy to share their full name and age, while others might prefer to use an alias or be completely anonymous.



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## **5. Review your data**

People have better control over their personal data than ever before. They can ask you to delete their personal information if they aren't happy with how it's being used. Look at the data you hold to make sure you're using it for its intended purpose.

**If you have any questions about  
using the toolkit, get in touch by  
email at [joiningforces@ageuk.org.uk](mailto:joiningforces@ageuk.org.uk)**



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