Marketing for Community Enterprises

communitycatalysts®
unlocking potential effecting change

University of Worcester

Contents

This booklet's aims

This booklet sets out to advise and inform small enterprises and ventures that deliver care and support services how they can market what they offer. This booklet will outline which, where, when and how these methods can be employed. Methods covered include:

Business Cards

Leaflets & Flyers

Email

Websites

Social Media Marketing

Newspapers

Networking

This booklet will also cover topics such as the general legal issues involved in the usage of photographs and personal information in publications and social media.

Community Catalysts

Community Catalysts is a Social Enterprise that wants people who need care or support to be able to get that help in ways, times and places that suit them. They help people to set up small enterprises delivering care services – creating a real choice of attractive and sometimes quirky, local options.

Community Catalysts works closely with community groups, public sector, and other voluntary and private sector organisations.

An important finding

Community Catalysts recently undertook some research with the University of Leeds into how people make choices about their care, how they get information, and the barriers they face in choosing the care and support they want.

The research found that those in need of care and support most frequently gain information about the services available in their area from family, friends or local advice organisations and charities.

Who are you marketing to?

Do you want to engage the people who might use your service or the people who advise them, like their family or social worker? It is important to ask yourself this question before marketing your service.

Historically, people using care services were not always seen as people in control of their own lives. Care service providers tended to market to people's supporters rather than to the person themselves.

Example: Greengates day service offers older people a safe place to spend their time with a comprehensive activity programme.

Nowadays, most people using care services have control of their own lives and of the money being used to purchase care services. Modern care providers try to market their services directly to the people who might use them.

Example: Come and join us! At Greengates you can spend time with like-minded people, have a laugh and try something new.

Make information accessible

 Consider how to make your content as accessible as possible when you produce it. For example, when writing a text based item such as a leaflet you will need to ensure the text is large enough to be read easily. You also need to avoid using jargon or other confusing terms to ensure it is easily readable by a broad audience.

Some or all of the people you support may not be able to read or engage with written information easily. This might be because they have a learning disability, dementia, a visual impairment or some other reason. Web based tools such as www.photosymbols.com can aid in ensuring the content you produce is easy to read and understand. If you have or are producing a website make sure it allows screen readers to be able to properly describe your content as well as ensuring your website is easy to navigate and is more accessible to people who are colourblind.

If someone else produces your website, make sure they are aware of the need for it to be accessible for all.
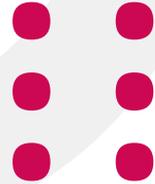
Leaflets and flyers

A key finding from the Community Catalysts and University of Leeds research was that people who need care or support can struggle to get access to information regarding their options, with most information being given verbally.

Providing leaflets and flyers can allow you to quickly and concisely share what you offer to those in need of support in a format that may be returned to later when needed, as opposed to verbal communication which can be easily forgotten.

How should I produce my poster, leaflet or flyer?

Depending on your circumstances you may find different approaches effective when producing a leaflet.

"I need to save money and do not have technological skills"

You may need to find a more creative approach. Ask family or friends if they would be willing to produce a leaflet for you on a voluntary basis. Contact local schools to see if they might be willing to produce your poster or leaflet as a lesson activity and send you the results.

Remember, if you get someone else to produce your leaflet or flyer they probably won't understand your customers and what they need. You should give them guidelines on how to make content accessible, for example if it needs to be easy to read or written without jargon.

## "I do not have technological skills but do have a budget"

Unless you have the time to learn these skills, you will need to use a service which can produce a leaflet for you such as Vistaprint (see page 10).

Alternatively you can hire your own Graphic Designer from websites such as www.freelancer.co.uk/hire/Graphic-Design. Or contact local businesses who may be willing to produce your leaflet or flyer for you (see page 13).

"I need to save money and have technological skills"

In this situation you can produce a leaflet of your own using software such as Microsoft Word or Publisher. If it's the first time you have produced a leaflet, you might find Word easier to use.

Other free online software such as www.easel.ly/ allow you to produce information material such as posters or leaflets.
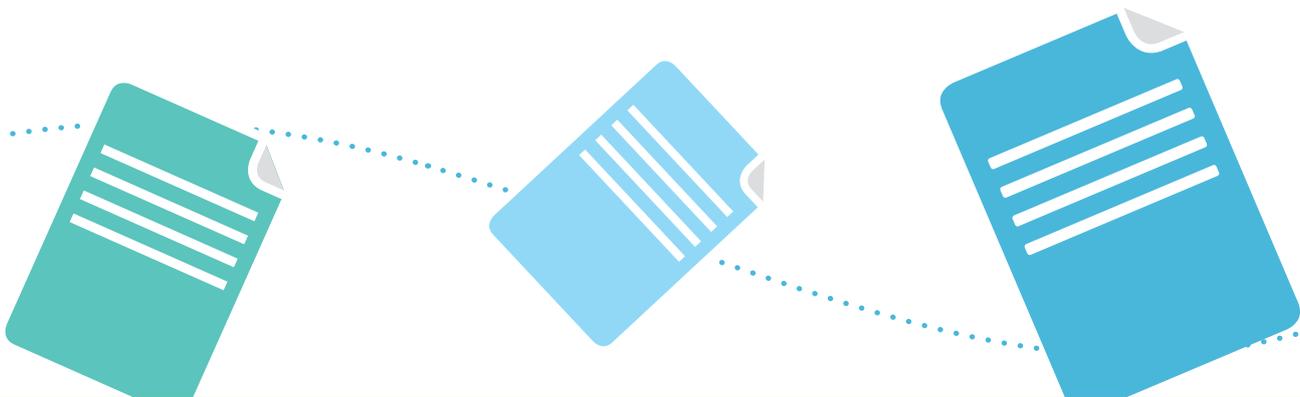
Producing a Vistaprint leaflet or flyer yourself

https://www.vistaprint.co.uk

Marketing materials	Signs & posters
Flyers & leaflets	

Browse our designs

Step 1

Vistaprint provides many templates for producing informational flyers in bulk, leaving you just to fill in the text. Go to www.vistaprint.co.uk

Step 2

Select 'Flyers & Leaflets' under 'Marketing Materials'.

Step 3

Select 'Browse our designs'.

A4 (210 x 297mm)
A5 (148 x 210mm)
A6 (105 x 148mm)

Continue

Step 4

Choose a page size you feel is appropriate, likely A6, A5 or A4 and press continue.

Search designs

Care and support

Step 5

The search bar at the top right can be used to search words such as 'care and support' to filter to appropriate designs.

Step 6

Once you find a design you like, click on it.

Add new text field

Headline

Company name

Products and services

Description

I have reviewed and approve my design

Step 7

You are now on the personalisation page, fill in the text on the left hand side to give some information about your enterprise and the services it offers people. Once you are happy with this press 'Next'. Depending on the design you have chosen, you may also need to fill in the reverse side with details.

Step 8

You will now be on the preview page, check that the flyer appears correct then tick the box and select 'Next'.

After this point you will be handling your purchase options, such as the number of flyers you print out. Keep in mind printing out posters in bulk initially will likely be cheaper than continuously ordering more from Vistaprint. You may need to skip any additional prompts until you are prompted to enter your payment details.

Getting someone else to produce a poster or leaflet

Alternatively, you may hire a Graphic Designer to produce a quick leaflet or flyer for you, to your specifications, on www.freelancer.co.uk/hire/Graphic-Design.

There is also the option of hiring a designer locally or even finding a volunteer through local schools, colleges or universities who might produce your leaflet as a learning project or for work experience. Another option is contacting a local newspaper or using local websites to place a job offer on your behalf.

Remember, if you do hire someone to produce your flyer you will need to be very clear about how you want it to look, how it will be printed and how many you need. You should outline this in any hiring you do. Be as precise as possible and also be prepared to review their progress at every stage to ensure what they are producing fits your needs.
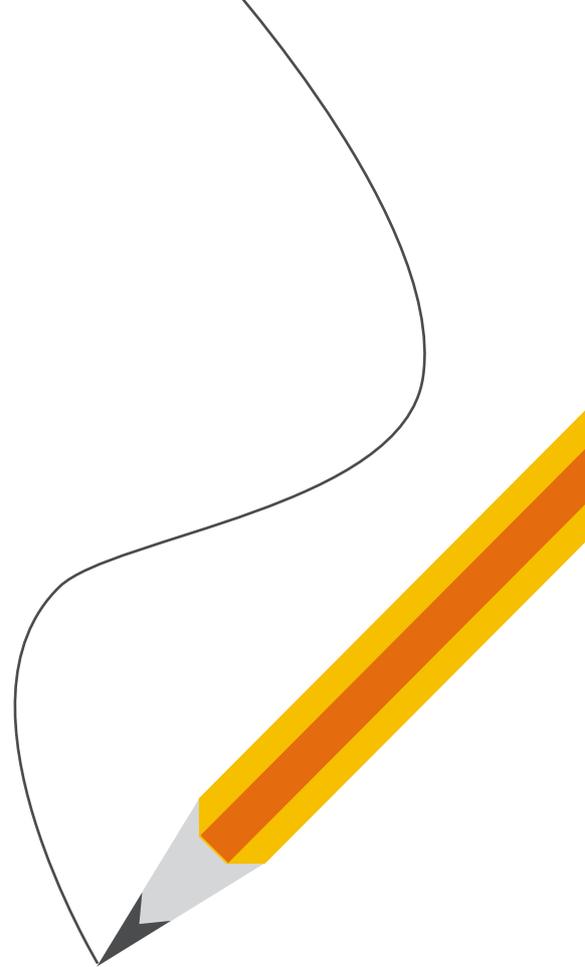
Business Cards

Handy Tips

Make sure to always keep business cards to hand.

When sending out post, where appropriate add a business card into the envelope.

Similar to leaflets and flyers, business cards provide a way to easily share 'bitesize' information about you and your service, which can be returned to and read when needed. Due to their small size, printing business cards will prove much cheaper than printing leaflets, however as they are much smaller they will only hold a small amount of information.

Business cards are also a useful way to quickly share your contact details with people at meetings or networking events. Keep in mind that people who use care services often get information from local advice organisations and charities. So making sure those organisations have your information to pass on to people in the form of a business card should help get more interest in your enterprise and services.

Word of mouth

Care and support is all about people. People who use care or support services, their families and supporting professionals often know each other and move in some of the same circles.

For this reason, word of mouth is an extremely important and useful tool for marketing. Small community enterprises and ventures should take every opportunity to tell people about what they do and to share stories of success.

The people who use your service and their supporters can be the best people to spread the word about what you do. They will have really positive experiences that they can share. Enlist the help of the people you support and their families and encourage them to recommend your service to people they know.

Do your research

Speak to your clients and follow up on their experience and opinion of the service they received.

Would they recommend you to a friend?

Have they recommended you already?

How did they recommend you?

How did they hear about you initially?

Use the clients' responses to either improve your service, or to ensure that you continue what you are doing.

Think about your audience:

Make sure to tailor your type of word of mouth marketing so that it is appropriate to whom you are speaking to. For example, you may not market your service directly to someone who might use it in the same way you would to another company or service.

Ensure that the way you market does not exclude any one demographic, and that the information is accessible to everyone.

Other offline marketing ideas:

- Give out branded merchandise.

- Use early conversation with potential clients or customers to actively market your services.

- Call potential clients/customers to follow up and get feedback.

What next:

Make sure you are ready to follow up any word of mouth marketing with written information. This can be something as simple as supplying people with flyers or leaflets on request.

Another way to ensure follow up is to provide people with appropriate contact details, such as a telephone number. If you have a direct line or contact number, make sure to provide these (perhaps via a business card). Make sure you supply a name or number of someone to speak to should you not be available, or let them know that you will respond to voicemails.

If you feel the person would be comfortable following up online, then you can provide them with the company website or an email contact.

Make sure to consider any barriers individuals might face. For example, if someone is visually impaired, do you have any marketing information in a larger font? Are you available to text if someone is hearing impaired? Consider all your contact methods and marketing methods before giving out information to ensure the individual(s) are able to utilise the information you are trying to share.

Think about...

What marketing techniques do you already use?

Which do you find works best?

How often do you use this/these techniques?

Pitching your service

You might get an opportunity to talk about your service at an event or meeting. This type of marketing is really useful as it gives you a chance to share your passion for what you do and to convince people it is of value. **When pitching your services there are a few things you need to consider:**

Conversation:

Ensure your pitch always has the feel of a two-way conversation. You want your audience to feel comfortable asking questions.

Confidence:

If you want someone else to believe in what you do, you need to show them that you do too. Make sure to speak calmly, clearly and with confidence. It's normal to be nervous if you are doing something new, so take the time to practise what you are going to say with a colleague or friend to feel more comfortable beforehand.

Less is more:

Whether you're trying to attract new people to use your service or are trying to attract funding you do not want to overload the audience with too much information. Make sure to get all the important information across but any follow up or unnecessary details can be left for another time.

The same goes for the length of your pitch. You don't want to be talking for too long or your audience will become disinterested.

Keep it simple:

Do not use jargon or terms that people may not be aware of, and if you need to do so, then make sure you explain what it is you mean.

Social Media Marketing

If you have regular access to a computer, tablet or phone with internet access, social media is a free method of easily spreading information about your enterprise.

There are many different social media platforms that exist such as LinkedIn, Yammer, Instagram as well as the two most popular and well known that are covered below, Facebook and Twitter. Social media websites often have integrated features with each other, for example twitter can be set to post tweets you make onto your Facebook page.
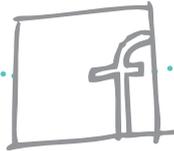
Facebook

You can produce a profile about yourself as well as produce pages dedicated to your interests or groups etc. For a small enterprise, you can produce a page about that with contact details.

Twitter

Whilst Facebook is typically used to contact people you know, Twitter gives you a chance to talk to people and organisations that you don't know. Twitter allows people to share what somebody else has said by 'retweeting' it to everyone they know. For a small enterprise, positive things tweeted about you can create a snowball effect of many people gaining awareness of what you do.

LinkedIn

The social media site for professionals. If you need to hire somebody (for example a graphics designer for a leaflet) this is a great place to start.

Yammer

This is a private social networking site that is used by companies for 'in house' networking. It is also used by unconnected people who are interested in a particular topic e.g self directed support in Scotland.
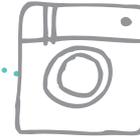
Instagram

Mobile based network that allows users to quickly take pictures or videos and quickly share them through social networks such as Facebook and Twitter. As a small enterprise, you can take a nice video or picture and quickly get it out there on your other social networks via mobile.

All of these networks have their uses depending on your needs as an enterprise, however the two largest ones are Facebook and Twitter, which we will now look at in more detail.

Facebook

https://www.facebook.com

Sign up

Step 1

Go to www.facebook.com

Step 2

Fill in the 'Sign Up' information as seen here, if you do not have an account, otherwise sign in. Your regular account will be different from the business/marketing account you use to represent what you do. You can keep the two entirely separate if that is what you need.

If you use the same e-mail address for both business and personal accounts these two may become linked, if you wish to avoid that happening you should use two different emails for your personal and business accounts.

Step 3

Press the arrow at the top right of your profile. Click on create page.

Step 4

You will most likely fit into 'Local Business or Place', select that and fill in the details. You may wish to choose a different category such as 'cause' if you feel that is more appropriate to your service.

Step 5

Proceed through the set up prompts, filling text fields where possible. Note that giving Facebook an address will cause it to show a map of that given location. This can be useful if you want to show clients or their friends/family where to find you but if this is your home address, you should keep in mind this is available for many to see.

Local Business or Place

Local business

Get started

Step 6

In order to make the page known, you should invite people to like the page. It will greatly help in growing your page if you detail the address of the page in other materials such as leaflets/websites or business cards. Keep in mind whilst certain clients, such as the older people you support, may not be involved with Facebook, other members of their family or friends might be and they may be willing to add your page.

Step 7

If you have a new Facebook account, you will need to add friends first before inviting them to the page, this can be achieved through the search bar at the top.

Step 8

In order to post updates about your service you can write and enter content here. Once you have set-up your page, this can be a free, easy way of gaining and keeping attention amongst users of your service and their supporters online.

Use Facebook as:

Account 01

Account 02

About >

Address

Telephone
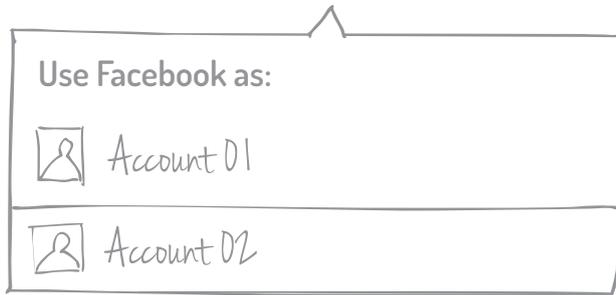
Step 9

On Facebook, you need to choose between when you are posting as yourself personally or as your service, this can be achieved through the arrow at the top right of the page. Remember you can keep yourself and your business page entirely separate if you wish.

Important

A well-established Facebook page will provide all the details needed for someone to get in contact, for example: The Worcester Business School Facebook page regularly provides content and contact details such as an address and telephone number.

In order to set-up your page with details such as contact information, this and more can be achieved through the 'about' button on your page and going to page info.
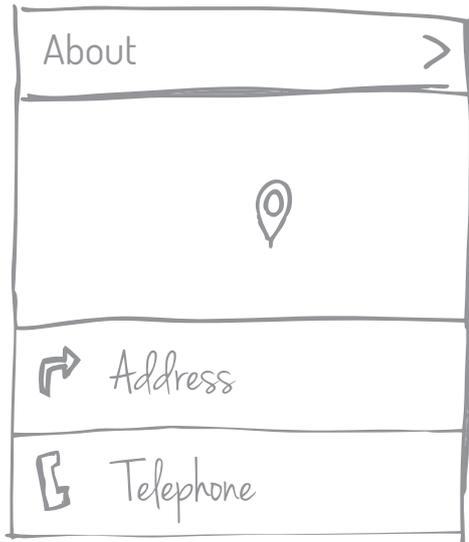
One of the key advantages of social media presence is that those that appreciate your service can quickly share positive comments with a wide audience.

A Facebook presence can also provide information about your service to relatives and friends of those who need care and support. Remember most users of care and support services gain their information from friends and family.

Additional guidance on Facebook can be found at www.gcflearnfree.org/facebook101

Facebook also offer support on how to use their services, including how to sign up and set up your profile/account. This information can be found at www.facebook.com/help

Handy Tips

To keep active on your page:

Install the Facebook app onto your phone so that you can keep up to date, whilst on the move.

'Like' five other relevant Facebook pages.

If appropriate, post on these pages, or like their posts. But remember to only do this where appropriate, or on posts that are appropriate to your business/services.

Respond to anyone who has commented on your Facebook wall.

Twitter

https://www.twitter.com

Join Twitter today

Sign up
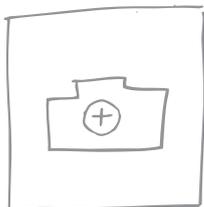
Edit profile

Step 1

Go to www.twitter.com

Step 2

Fill in the 'Sign Up' information as seen on the left, if you do not have an account, otherwise sign in.

Step 3

To customise your profile, click on the edit profile button in the top right of your profile screen.

Step 4

Customise your profile with an appropriate profile picture, a description of your enterprise and its services in the bio and your web address.

Step 5

After filling in the appropriate details on your profile, you can then go on to follow people and organisations. You might choose to follow people who you know, who work in your area, might be of value to your business or who are doing work that has a link. Twitter offers a variety of ways to help you find the right people and organisations to follow.

If people are following you it means that they are able to see your 'tweets' and keep up to date with your organisation via this social media tool. This is useful for reaching a wide audience in a small amount of time.

Twitter offer a 'Help Center' where you can find further support and also search an issue you are currently having or any questions you have. This can be found at **support.twitter.com/**

Handy Tips

Install the Twitter app onto your phone so that you can keep up to date whilst on the move.

Sort Twitter followers into a list so that you can keep up to date with new tweets easily.

Make sure to re-tweet other important or relevant tweets.

Follow 5 other relevant Twitter profiles.

Managing your social media accounts

There are a range of different social media management tools/sites available. These allow you to monitor and control several social media accounts at once. Some good examples of such sites are:

- **Buffer**
  https://buffer.com

- **IFTTT**
  https://ifttt.com

- **Socialoomph**
  https://www.socialoomph.com

- **Sproutsocial**
  http://sproutsocial.com

You will need to decide which one works best for you. One of the most popular is Hootsuite, which we will go into more detail about on the next page.

Hootsuite

To help manage several social media pages you can use tools and sites to make multiple changes and updates at the same time. One example of this is Hootsuite.

https://www.hootsuite.com

Get started –free

Connect your first social network

+ 🐦 + f + in
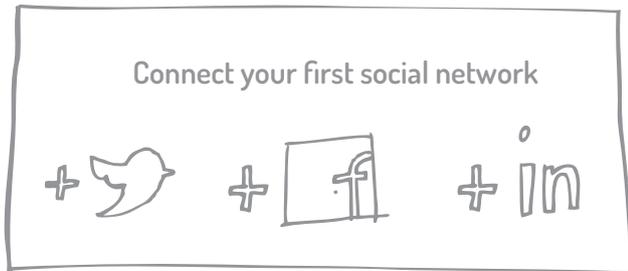
Step 1

Go to www.hootsuite.com. To sign up and create a profile click on the 'get started – free' button.

Step 2

From here you will be able to add your first social media account. You can add your Twitter account via the first circle and your Facebook account via the second. The third circle allows you to integrate other social media platforms like LinkedIn and Instagram.

Authorise app
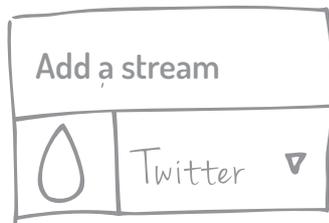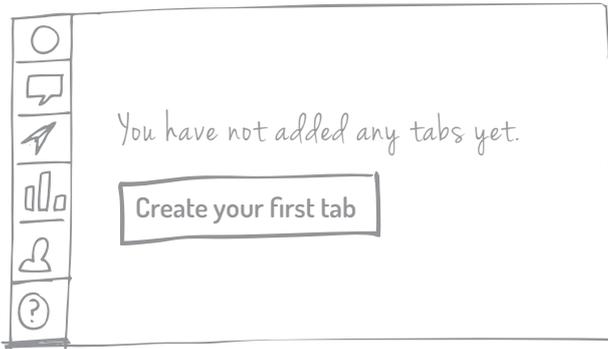
Step 3

When clicking on the circles to add your social media account, you will be asked to authorise use of the account and to login. To continue, authorise the app and enter the appropriate login details.

You have not added any tabs yet.

Create your first tab

Step 4

Your dashboard is where you can access all of your social media at the same time. To begin, click on 'create your first tab'.

Add a stream

Twitter ▽

Step 5

You will then be able to customise and create a 'stream' for your social media. In this example, you can see a Twitter stream in progress.
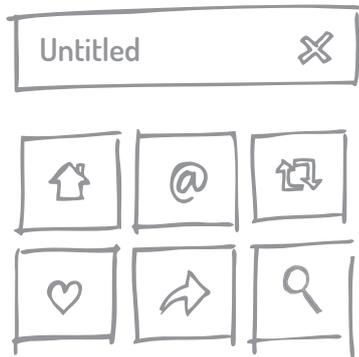
Step 6

To rename the stream, click on untitled and type in an appropriate new name. Then for any information you wish to see on your dashboard, click on the tiles and they will be added to your stream.
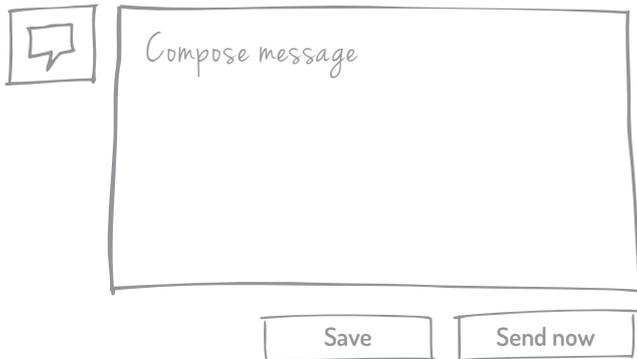
This stream will be regularly updated so that you never miss a notification. You can do this for several social media profiles so that you can view all accounts, as well as simultaneously posting to them.

Step 7

To post to multiple accounts, click on the compose message box at the top of the screen. You will then be able to choose the profiles you want to post to, and type out the message you want to share, this includes the option of including a website link. This message can either be saved to drafts by clicking save or instantly shared by clicking send now.

Handy Tips

To keep active on all your social media platforms:

Send a personal thank you to anyone who's mentioned you recently on social media.

Schedule 2 – 3 engaging posts for the next day, on a range of platforms, using Hootsuite.

Your own website

In addition to social media, you can also have your own website that clients or interested parties can visit for information.

A website can be a great tool for marketing your services by showing what you provide, your contact details and other key information. You can also use your website to provide links to your social media profiles so that your clients can find and follow them.

There are many ways you can set up your own website. One approach is to have someone else create a site for you, which is explained further in 'Having a site developed' on page 36.

Another option is to use a blog or template site to create your own website. There are many sites to choose from such as:

- Blog.com
  http://blog.com

- Blogger
  https://www.blogger.com

- Weebly
  http://www.weebly.com/uk

- SimpleSite
  http://www.simplesite.com

However, one of the easiest to use and most popular is WordPress, which is explained in more detail on page 37.

Having a site developed

If you decide to have another person create a site for you, there are some things you will need to consider beforehand.

Who will develop the site?

Before looking for a company or business that will do this for you for a fee, consider if you know anyone that could do it for free.

Do you know any friends or family members who have set up their own website in the past, or has the technical knowledge? Could you ask them to help? Could you offer any of your skills in exchange?

The site itself

To save time (and potentially money if you have hired someone to help) ensure you have put together as much as you can about what you want on the website, and what you want it to look like.

Some key questions to ask yourself are:

- What information do I want on the site?

- Is the content up to date?

- Do I want to provide links on the site to my social media pages, such as Facebook and Twitter?

However, the most important questions to consider will be; Is this site marketing all our services? Is it clear? Is it detailed? Does it provide follow up information on what a potential client should do next if they are interested in what we can provide?

WordPress

The time required to set up a WordPress site varies depending on how much content you are adding to the site. Designing a site with a lot of content and information can take quite some time. This is best set up either when you have a few hours free, or as an ongoing project that you work on when you have time between other tasks.

https://wordpress.com

Step 1

Go to https://wordpress.com/ to start.

Create your new website for free

Create Website

Step 2

Once you are on the site, click 'Create Website'.

|		
Writing & Books	>
Education & Organisations	>
Family, Home & Lifestyle	>
Health & Wellness	>
Business & Services	>
Arts & Entertainment	>

Step 3

Now you will be able to start creating your website. First you will need to choose what your website is about from the options provided.

If you choose Business & Services, you will then be presented with the following options to choose from:

- Automotive
- Hotels & Vacation Rentals
- Restaurants & Locales
- Advertising & Marketing
- Real Estate
- Technology & Computing
- Finance & Law
- Communications
- Consulting & Coaching
- General Business & Services

You might find none of these fit your service well and that another option like Health & Wellness is a better option.
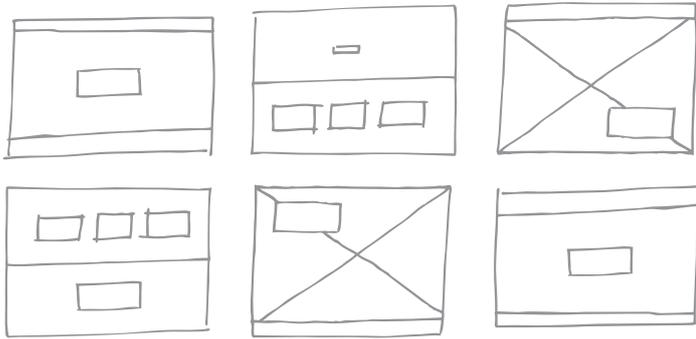
Step 4

Once you have chosen your business option, you can proceed to pick a theme for your site, this is changeable at any time, even after you have completed setting up your site.

Step 5

After that, you will need to decide on and provide a domain name, this is just what people will type in (followed by WordPress.com) to find your site.

community catalysts

communitycats.wordpress.com — Free

communitycatalysts.net — £21.00

communitycatalysts.org — £21.00
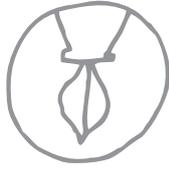
Free plan

Upgrade

Upgrade

Step 6

Then you will need to choose whether you will be using a free plan or a paid/subscription service.

Create your account

Email address

Username

Password

Create my account

Step 7

Finally, you will need to add your email address and create a username and password for your account.

Once you have completed these steps your site will be set up and ready for you to add content and change the design. There are plenty of resources available to take you through doing this. Some good examples are:

• WordPress Support

This site gives you information not only on how to use WordPress, but also on how to use the site, customise it and integrate social media. If the support you need is not under any of the sections provided, you can search for your query in the search bar provided.

https://en.support.wordpress.com

• Siteground

This website provides tutorials and step by step explanations on how to use WordPress, and its different functions.

https://www.siteground.co.uk/tutorials/wordpress/

Handy Tips

If you do find that you have difficulty setting up or using WordPress, do you know someone that already has a WordPress site? Would they be willing to set it up for you, or teach you how to do so?

Additional, useful places to market

Local networking events

Networking events are a great way to increase the visibility of your enterprise and services you offer. At networking events, you will have the opportunity to meet other like-minded enterprises as well as potentially meeting new clients.

When attending these types of events, ensure you have a range of information about your services as well as contact details. This could be presented through flyers, leaflets, posters and/or business cards.

A great site for finding your local events is www.findnetworkingevents.com.

Informational hubs

Informational hubs are places that exist to provide information to people, for example a local council is an informational hub as people may commonly contact them for assistance. Other examples could be a local doctor/GP or websites dedicated to a particular issue. For example, councils commonly have hubs dedicated to health and social care such as:
www.worcestershire.gov.uk/info/20004/health_and_social_care

It is important to consider the informational hubs local to you, as contacting them and ensuring they are aware of your local presence may allow them to redirect people in need of assistance towards you. Consider leaving informational leaflets at these hubs.

Public sector commissioners

Public sector commissioners are local council workers who exist to determine what services are wanted by the public and where they are needed as well as how they are implemented. If you work as a community enterprise, particularly in the care field, contacting the local commissioner is important as they may be able to draw interest to your service as well as provide useful information about the situation of care locally.

Support groups for people who use services or their families

Is the support group tailored to friends/family members who are currently undertaking responsibilities your service can provide?

Ensure that staff members or volunteers who are involved in this group know about your service, have information to hand, and contact details that they can pass on to appropriate parties.
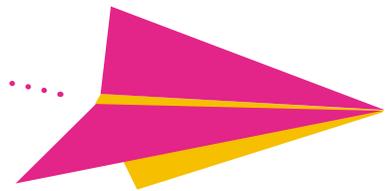
Additional, useful places to market
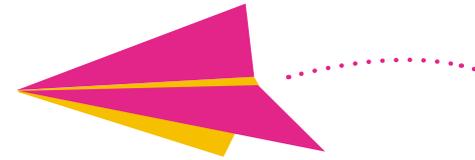
Supporting professionals such as social workers or support planners

Many people who use care and support services have a social worker, GP or other professional adviser who guides their care choices. You will need to ensure that these professionals are aware of your services. Find out about your local social worker team, or other key professional advisers, introduce yourself, and give them some of the key details of what you offer. They may know an individual who might be interested in your service and willing to signpost them to you or to make a formal referral.

They may currently be working with an individual who is looking for what your service offers.

E-Marketplaces or web directories

There are a lot of regional and national directories that enable care enterprises to advertise what they offer. It is worth you finding out which directories might work for your area or service.

Community Catalysts runs a web directory called Small Good Stuff, which offers small providers the following:

- A web directory where providers can tell people about what they offer.

- Access to information, template documents and peer networks.

- This e-marketplace/directory can be found at: www.smallgoodstuff.co.uk
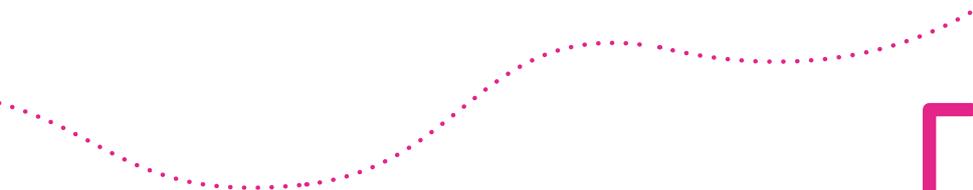
In some areas, the local council or health trust has established an e-marketplace and/or a web directory of care/support services. These can enable providers of care or support services to advertise what they offer to potential customers and their supporters. Some e-marketplaces also have a purchasing facility, enabling people to actually buy services from care providers on line.

Some e-marketplaces and directories have been set up with larger, traditional care providers in mind. In order to get a place on the site, providers might have to supply a lot of information, be regulated by the Care Quality Commission, have a contract with the council and have high levels of insurance. This can be a challenge for very small providers or those offering unusual or innovative services.

Handy Tips

Find out if there is currently an e-marketplace or directory in your area, and whether people are using it.

Do you think it could be a good way for you to market your service? If so, then find out what providers need to do to secure a place on the e-marketplace or directory.

Get your service registered on the e-marketplace or directory, if the process is not too difficult.

If the e-marketplace or directory is not accessible to you and your service currently, find out who is running it. Give them some feedback about the challenges you face, this may lead to the service being made available to you in the near future.

Free support with marketing

Volunteers

If you are running a charity, voluntary group or social enterprise and are short of time or expertise when it comes to marketing, volunteers may be able to help. Finding volunteers can be straightforward when you know where to look..

There are a range of organisations and services where people apply for volunteer work, such as volunteer bureaus. This is where individuals register as volunteers, and then organisations can contact the bureaus to ask for volunteers.

There are also general support sites for nonprofit and/or small organisations. One example is "Know How Non Profit". This site has an entire section dedicated to where to find volunteers.

More information can be found at https://knowhownonprofit.org.

Keep in mind that you don't always need to go through the route of hiring volunteers from organisations for support. Consider any friends or family members that may be skilled in marketing. Do you know anyone who has recently retired and would like to offer their support?

Handy Tips

Find the volunteer bureau in your area and approach them for further information.

Find out whether they have a volunteer matching programme, this might give you access to marketing expertise.

Work experience

Contacting universities/colleges and secondary schools may allow you to find short term volunteers to help with a particular marketing task you need assistance with. Simply give your local school a call and ask about setting up work experience with them. This type of link could be beneficial to your enterprise and also to the students. It could also lead to regular support if the school or college is willing to inform students about your enterprise every year.

Further information regarding work experience can be found on the FPB website: www.fpb.org/business-support/work-experience-guide-employers

or they can also be contacted by phone to discuss additional options regarding work experience:

0845 130 1722.

Remember to have a good idea of what you actually want a young person to do before talking about work experience with a school/college.

Establish with the school what kind of student is ideal for what you want done. A student with a passion for web design could produce a great website for you or enhance your current one, whilst a student with great social media skills could help establish a Facebook page for your enterprise.

Free support with marketing

Skill trading

Skill trading provides another form of support and expertise and is a great way of networking.

Skill trading involves providing one type of service or training in return for another. For example, if you are particularly skilled in using Microsoft Office software (or even something that is not business related such as hairdressing) you can provide this to one individual in return for something such as support with your social media accounts.

Initially start by talking to colleagues and volunteers to find out if there is any internal skill trading you can do. This will support the enterprise to be more self-sufficient in the future.

If you need to outsource the support, there are sites where you can advertise your skills and search for the particular support that you need. One example is www.swapaskill.com.

Legal

Likeness

When we refer to likeness, we refer to the appearance of a person you support, for example a photograph or drawing where the person is present or represented would be their likeness. It is important to gain permission from a client if you wish to use their likeness to present to an audience, such as putting a photo of them on your social media page.

Some of the people you support may not have capacity to consent to their likeness being used. In this instance, you will need to ensure a 'best interest' discussion takes place. The discussion should involve all of the people who might have a view as to whether a decision to use their likeness is in the best interests of the person. You should keep a record of this discussion – who was involved and the decision reached.

Quotes and stories

It is important to consider the legal and ethical implications of using stories or quotes from the people you support or their families, especially in regards to marketing your service.

Ensure you have gained written permission from the person if you wish to use their story or to quote something they have said or written about your service. This is important across all media, including your website, posters, social media, leaflets etc.

Dictionary

Aa

This is a dictionary for terms used in this booklet as well as others you need to be aware of when marketing.

App
This is shorthand for application, applications are software that people can use to do things on a device such as a computer or smartphone. Examples of applications are Microsoft Word and Internet Explorer.

Domain Name
This is the part of your website address which uniquely identifies your website. Website addresses usually follow this sort of format: www.domainname.com. Your domain name can be anything of your choice, as long as it is not already in use by someone else.

Follow (Twitter)
On Twitter you 'follow' people (rather than being their 'friend' like on Facebook). You can see what the people you follow write on Twitter. If people follow you they can see what you write on Twitter.

Jargon
A word or sentence that does not make sense to most people. Many of the words in this dictionary are examples of jargon if you do not immediately understand them.

Likeness
Somebody's appearance as part of a video, photo or painting.

Marketing
The promotion of products or services.

Networking

The act of contacting others to exchange information and develop professional contacts.

Retweet

The act of reposting somebody else's tweet you have seen to everyone who 'follows' you on Twitter.

Social Media

A website or application that people use to interact for example Facebook. Social media typically encourages people to get in contact with a wide range of other people via the internet.

Theme

On WordPress this is what the layout of the site is called. You can set and install different 'themes' from the options provided to change the way the website looks. You can also preview themes so that you can decide whether you want to use them or not. Themes are always changeable at any time. There is both the option of free, and paid for themes.

Tweet

The name for a post on twitter. Twitter posts are unique in that they can be no longer than 140 characters.

Work experience

A usually mandatory length of time a secondary school, college or university student spends at an actual workplace to develop 'real' experience of a job. Typically, a week or two for secondary school students.

www.communitycatalysts.co.uk