

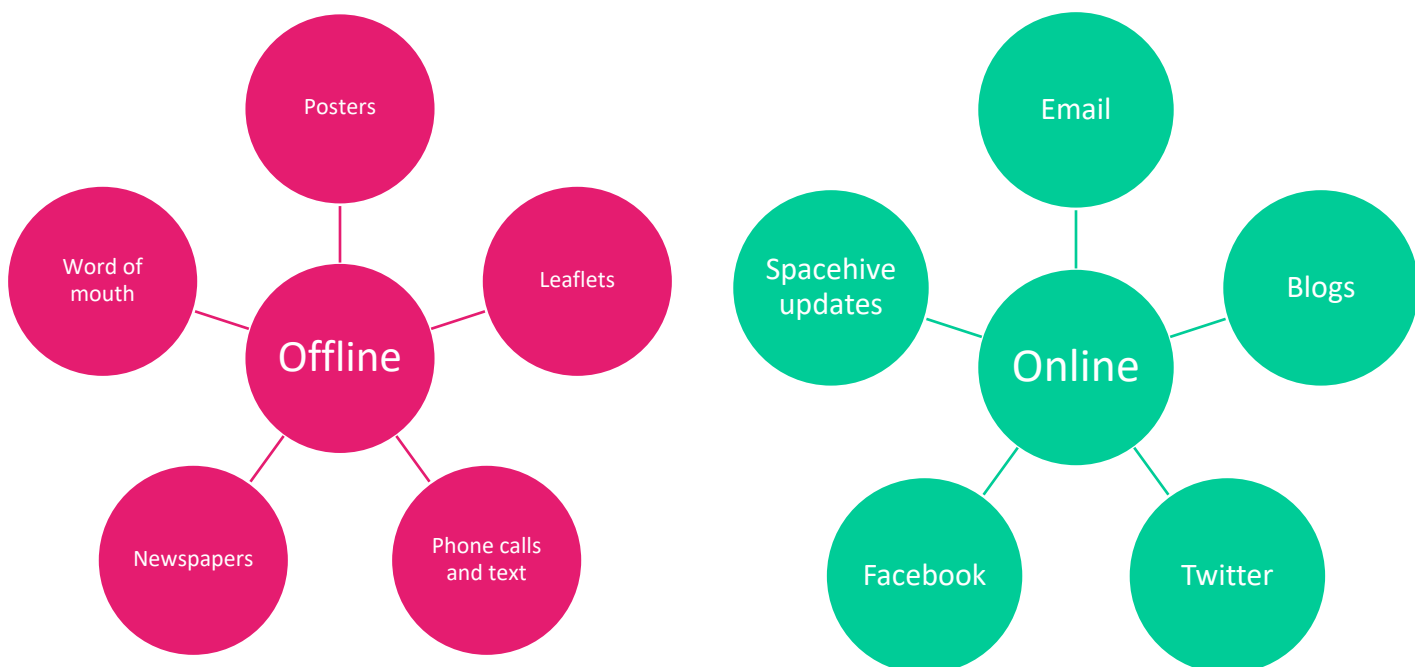
COMMUNICATING YOUR CAMPAIGN

The tools of engagement

Throughout your Spacehive campaign you need to have a steady stream of online and offline communication with your backers and potential backers. There's a fine balance to be struck between being overbearing and under-communicative. Keep your communicative methods varied and make sure that your content is visual and interesting - read on to find out how!

Once you've past the halfway mark that's when you can start to ramp up your social media as you've now got enough pledges to make it worthwhile reaching out on social media to people you don't necessarily know personally but whom the project would benefit quite directly. It's important to wait until you have a notable number of pledges as these will give the backer confidence in the project, seeing as they don't know you firsthand. For people looking at your project for the first time, if they see 35 people have already pledged, then it must be a) interesting and b) legit!

Although online engagement through social media is an excellent way of spreading the word wide and far, it's also important to campaign offline too, to capture those who aren't digitally engaged are still inspired to support your project.



COMMUNICATING YOUR CAMPAIGN

Top tips for engaging your audience at every stage of your campaign

Paint a clear picture of your project and the impact it will have by:

- Always sending updates and social media posts with a photo or video - this increases engagement with your post by five times!
- Creating short, 10 second, video clips of backers explaining why they're supporting the campaign are a great way to remind your audience of the communities behind the online campaign.
- Adding text to your photos with Canva, an easy to use (and free!) online tool for creating attractive images to use on social media.

Be social savvy and make sure you:

- Change your Facebook and Twitter cover/banner images to mention your campaign and include your project link – make your project unavoidable!
- Create a #hashtag for your campaign, something short and catchy, and not too far removed from your project title e.g. #PeckhamLido
- Use Buffer or Hootsuite to schedule your Tweets and Facebook posts and it will also suggest the best times of day to engage your audience.
- Post around 5 times a day for maximum impact.

Don't be a stranger, stay in contact by:

- Giving your backers a weekly update using the Spacehive update tool in your Dashboard.
- Using social media to publicly thank backers.
- Inviting your backer to any events you organise – fundraisers, briefings, pledge parties, launch parties etc.



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Ask and you will receive - get the community to help by:

- Rallying local community groups to help you distribute printed materials
- Asking a local print shop to give you a discounts on your posters/flyers
- Following local influencers (bloggers, local media, parents groups) on social media and starting a conversation with potentially interested parties via social media. Don't be afraid to ask for a retweet, just remember your manners, ahem "RT please".

Engage your backers in creative ways:

- Introduce fun competitions; #FivePledgeChallenge (getting each backer to get five more people to back your project) or get past a lull in pledges by offering the next backer a prize!
- Encourage people to get involved by inviting them to suggest names for your project!

Use every platform you have to direct people to your project page:

- Make a redirect link on your websites to direct traffic to your Spacehive page - never miss a pledge!
- Display a big banner outside the project location with your project page URL.

Build momentum to encourage people to pledge:

- Highlight approaching milestones to incentivise people to pledge – "Just thirty quid away from hitting our first one thousand pounds – can you help us get there?"
- Towards the end of your campaign, begin a countdown to build pressure among your followers to help you hit your target – "Just five days left to hit our target or we lose it all!".

