**How to get the word out:**

One of the most well-known phrases in Lions is being known as the “best kept secret”. This is something we need to change. So how do we do it?

It sounds silly but we as Lions have lots of tools at our fingers to do this.

**The first is your community**.

Your community probably has many other groups and organisations have clear and established connections within the area. So why not use them?

For example, your community could have a community centre that hosts a wide range of events and activities. They would know who needs help most and would be willing to support your club and vis versa.

**Connect with people who already have audiences**.

More often you publish your work the more frequency your audience will be engaged with your work, and recognise you in the long term. Talk and share your work with everyone you know to spread the circle.

**Make your work clear, informative and fun and full of images**. Having something fun and look enjoyable will make people stop and look at your club’s news. Making it clear will be easier for them to understand what is going on. Don’t use titles, as often general public don’t know who certain acronines/titles are i.e. dg.

**Use socials and different media** i.e. live or photos or audio. Sharing everything on social media has a higher chance of general public (your target audience) seeing what your club is doing. Using different media such as Facebook live, videos, photos makes posts look more interesting. It also makes it easier to distribute it everywhere. Link your social media to your website so they can get more information about your club. Share your best club news on your website.

**Pushing another image:**

As Lions we have a public image of cheque giving or the public not knowing who we are. So let’s push the other image that we should be known for; the service organisation that servers their community in a fun way.

Got any questions? Email: pr@lions105cw.org.uk

#TeamCW

