



How To

Advertise your Messy Church

Flyers, posters and banners

- Display them in the foyer of your church, on external notice boards, or hand them out at outreach events. Make sure you keep the information up to date.
- You might want to consider a large banner which can either be permanently displayed at your venue or put up in the week leading up to your Messy Church.
- Contact your local schools to ask if you can send flyers home in book bags or put a notice out through the schools online platform for parents.
- Approach local businesses to ask if you can display a poster in their window.
- Give flyers to your Messy Church families to remind them of dates of future sessions, but also for them to give to friends they might want to invite along.
- Make sure other church group leaders have a stash to hand out as well as congregation members who can invite friends and neighbours.
- Microsoft Word is the simplest and most commonly available software for making flyers and posters.
- Check out Canva, a free, online design tool. It will help you make professional looking advertising for both print and online.
- Use images to make a visual impact.
- Use Microsoft PowerPoint to create images to be used in your advertising.
- Where you can, use high quality images (with permission) of your own Messy Church in action. If you're looking for royalty free images to use, check out Unsplash.
- Remember you can download the official Messy Church logo, festival specific logos and even your own personalised logo [here](#).

Social Media

- There are lots of different social media platforms available but if you only have limited time, resources and skills, Facebook is probably the one to prioritise!
- You don't have to be very technical – find someone on the team or in your wider church family who uses social media to help you.
- Use good quality photos. Check carefully your photo permissions – people may be happy for you to take their photo but might not want you to use it on social media.
- Update your content regularly so it doesn't look stale and reference current events.
- Encourage engagement and respond to comments as quickly as possible.
- Add hashtags to increase your visibility and to link with wider organisations.
- Certain times of day are better to post than others – when do you look at social media – lunch break, on the school run?
- Use different faces and voices (team members, those who come to your Messy Church) to provide more variety.
- Ask other groups that use your church (e.g. uniformed groups) if they would share your content on their social media channels.
- Consider using a closed Facebook group, WhatsApp or a mailing list to build community and support people who come to your Messy Church between services.

Promoting your Messy Church to young people

- Avoid aiming your content solely to young children or the elderly.
- Use bold imagery to help your content stand out from the crowd, particularly on social media.
- Think about your design style and try to make your advertising look as professional as possible.
- Make the advert relevant to young people – show examples of activities that will attract them.
- Don't attempt to use young people's language or terminology in an attempt to appear 'hip' – it might put them off!
- Be authentic – can you deliver on what you say in your promotion?
- Make the content short and direct – people only watch video content for a very short time so you need to get your information across quickly.
- Prioritise mobile platforms as that's where the majority of young people access content.
- Encourage interaction on social media – it will help it spread to a wider audience.
- If you're not confident using social media platforms, find someone in your church who is and ask a young person for their advice on what appeals to them.
- When using print media, consider using QR codes to enable people to access further information online. Find out more about QR codes and how to use them [here](#).

