

Engaging and promoting your Be a Councillor campaign locally

This checklist is designed to help you consider how you can engage with others locally and promote your campaign.

We'd always recommend discussing this with your communications team and speaking to as many council colleagues as possible to tap into all the networks and individuals you could work with and could invite to attend and/or help you promote your activities and events. Everyone can be a talent spotter!

Tell us if we've missed any ideas so we can add to the checklist!

- ✓ Social media: Twitter, Facebook groups, local forums, blogs
- ✓ Local newspapers / news sites
- ✓ Resident's Associations
- ✓ School Governors
- ✓ Schools – reception areas and newsletters
- ✓ Council magazine
- ✓ Local political groups
- ✓ Current councillors can help talent spot and promote
- ✓ Regional political parties
- ✓ Let your local MP know
- ✓ Engage council officers at all levels to help talent spot and promote
- ✓ Council buildings

- ✓ User groups – tap into your existing networks such as residents groups or those with experience of the care system...
- ✓ Under-represented groups – Black and Minority Ethnic, Disability, LGBT+, Women's and Young People's networks...
- ✓ Local radio stations
- ✓ Unions
- ✓ Local volunteering groups / networks
- ✓ Local business networks
- ✓ Faith groups
- ✓ Town & parish clerks
- ✓ Libraries, GP surgeries, local businesses, parks, recreation centres
- ✓ Universities
- ✓ Local hubs – transport, supermarkets, cafés