Reaching a Wider Audience

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Photo: Anthony Delanoix, Unsplash

Promotion Goals

- Increase pool of participants

- Increase awareness & understanding of the problem

- Increase the engagement of local communities

...but how to make sure your messages reach your desired audience???

Photo: Tom Dillon, Unsplash

Developing a Strong Promotion Strategy

Who?	Who is the intended audience of your call-for-submissions, and what are their preferences?
What?	What is the key message that needs to be conveyed? What can be simplified and what needs to retain complexity?
Why?	Why should the viewer care about this open call?
When?	When will you launch your open call, and when will you schedule your promotion efforts?
How?	How will your call-for-submissions be delivered to your audience (e.g., print, social media)?
Where?	Where is the group or groups that you intend to reach (e.g., geographic region, demographic group)?

In-Person Promotion

Photo: ACCESS Study

- Partner with local events of relevance to your audience (e.g., conferences, workshops, community meetings, community festivals)

- Bring information about your open call (flyers, postcards with open call URL)

- Allow for direct participation if possible (on-the-spot submissions)

- If there no existing local events: create one!

Online Promotion

- E.g., social media, online communities (Discord, Reddit), email

- Goal: to drive traffic towards your open call website/submission form

- Can include images, videos, or even livestreaming events to increase engagement

- Call-for-submissions can be easily shared/forwarded and reach more eyes

Tips for Effective Online Promotion

VOICE Social Media Promotion (4YBY Instagram)

- Make it personal & local – a smiling face or image from a local researcher or community member (reflect the demographics)

- Co-create with your audience – engage junior researchers, students, interns and others to help develop (and get feedback on) your draft messages

- Use multiple platforms with accounts created specifically for your project.

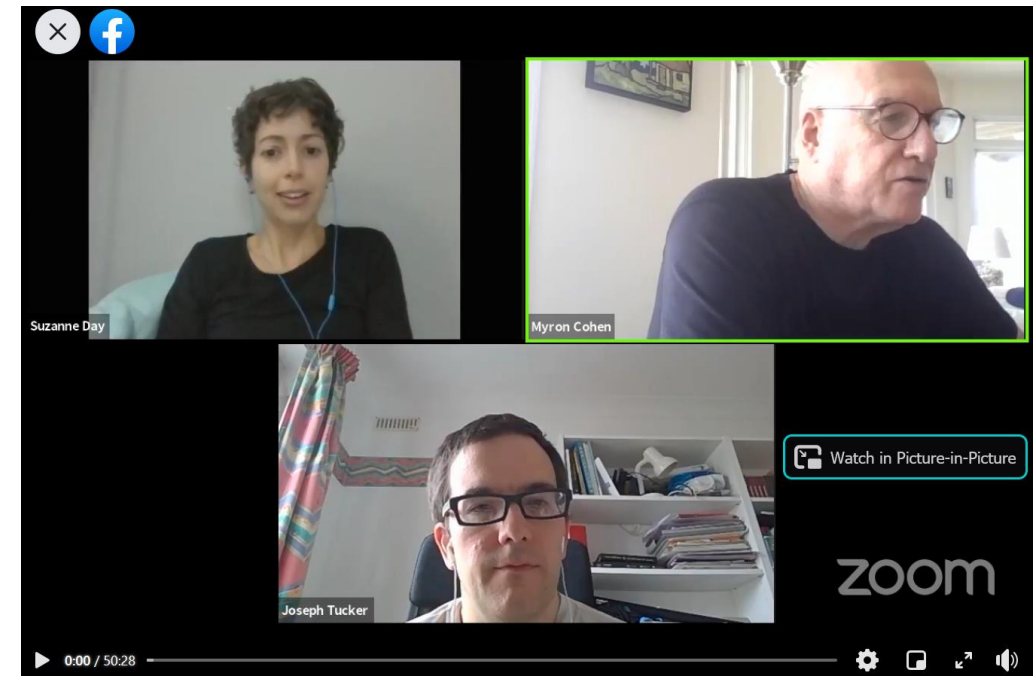# Example: The Carolina Collective

Photo: The Carolina Collective Instagram @carolinacollective2020

Making the Most of Digital Networks

Consider: How can you leverage existing digital networks to increase your audience?

Potential sources:
- Accounts with large numbers of followers (both individuals & organizations)
- Facebook groups
- Text message groups (WhatsApp, GroupMe)
- Email listservs
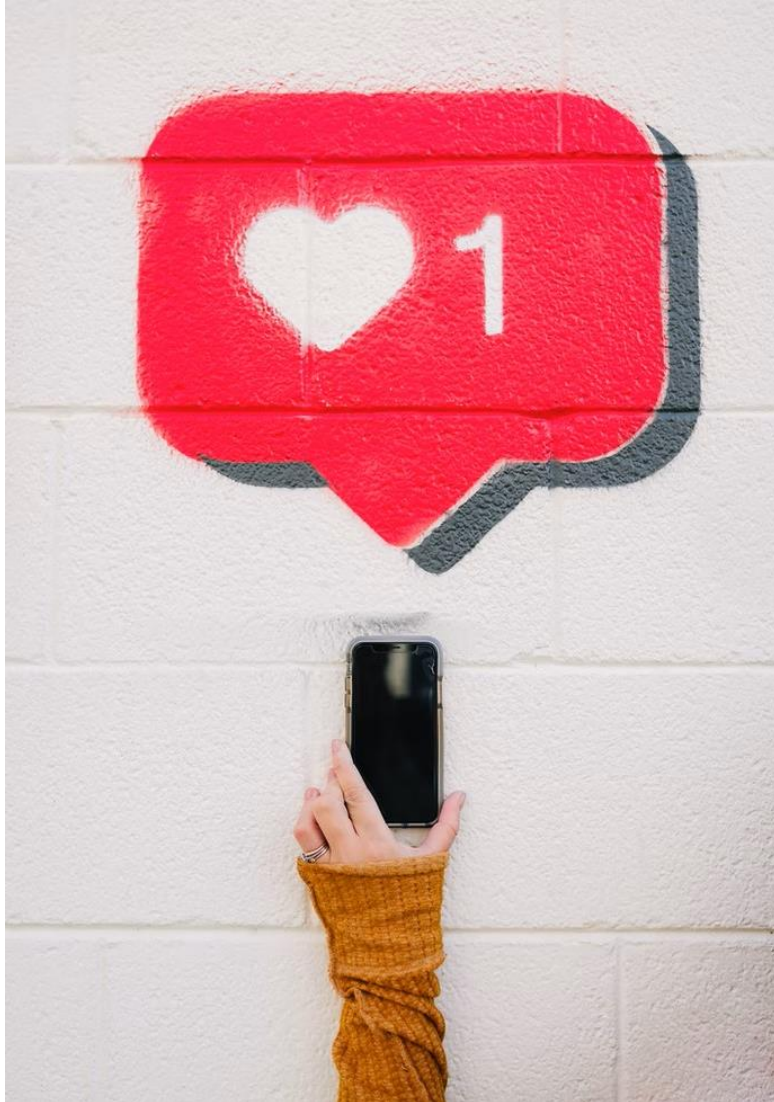- Organizers of previous open calls

Troubleshooting Promotion Problems

What if my open call isn't getting many submissions?

Consider:
- Increasing the frequency of promotional efforts (e.g. more active posts on social media) – promotion should be continuous, not just at launch!
- Check your existing submissions: are people having a hard time understanding your project?
- Host an info session or record a video explaining the open call.
- Switch/combine platforms to reach more relevant audiences

Questions/Discussion

- Will you use in-person or online? What events/platforms would be best for reaching your audience?

- Who could you ask for help with promotions (designing materials, hosting events, spreading the word)?

- Consider gaps: who might you be missing with your promotion plan, and can you close the gap in some way?

THANK YOU!

SESH: www.seshglobal.org and
www.crowdsourcingclinic.org
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