A Guide to Marketing your Find Your Active funded project

The Find Your Active campaign shines a light on all the different ways and opportunities to get moving around Essex, Southend and Thurrock. For some residents, they need support or encouragement to get active, which is why Find Your Active is just about finding an activity that is right for you, whatever that may be.

We’re very pleased to have been able to support your project through the Find Your Active Fund, and we hope that this guide will help you in the next steps to market and promote your club to the local community.

Below you will find some simple ideas to incorporate.

**Activity Finder Upload**

The Find Your Active, activity finder is a tool to allow residents to discover what physical activity and sport opportunities are available near them. With over 6,000 visitors to the finder every month, it is a great place to advertise your club and Find Your Active programme. Active Essex advertises the activity finder regularly and this will help with further promotion to local and interested residents.

You can upload your session to the activity finder [here](https://www.opensessions.io/). And a step-by-step guide to help you with your upload, is available [here](https://intercom.help/opensessions/en/).

**Our Editable Poster**

We have created an editable poster, which you will find attached in the original email you received from an Active Essex team member. This poster can be edited with details of your club and programme, printed or used for social media posts.

Flyers and posters are a good way to raise awareness and reach certain households. Whether that is dropping leaflets through doors or asking your local village halls, village/town noticeboards or even surgery noticeboards to showcase your flyers.

**Social Media**

Social media is a great way for you to advertise your club and help promote the opportunities to your local community.

Ensure you put up regular content and include details, and pictures, if you can do, to showcase what your sessions entail and who your coaches/deliverers are. Active Essex have found sharing stories about participants and their sessions are a good way to create relatable content and inspire others to sign up. If you do this, please tag @ActiveEssex in and they will be happy to reshare. These are all simple tactics to help encourage those who are new to your activity or new to activity in general, to feel more welcome and at ease.

If you’re new to social media, CIMSPA have a great resource for you to utilise. You can access it [here](https://digital.cimspa.co.uk/).

**Active Essex Noticeboard**

Active Essex has a [noticeboard](https://www.activeessex.org/notice-board/) function on their website to advertise events, launches and sessions to their audience. So, if you’d like to get something on our noticeboard, email the all the details of your programme to administration@activeessex.org