

Banner Ads & Buttons: banners and buttons about your group that can be downloaded onto other websites

Blogs: a website or section of a website that includes regularly updated information and postings on a topic of interest. This might include announcements, invitations, public awareness promotions, advocacy campaigns, and more. Graphics and/or video may also be included.

Facebook: a social networking site that can be used by organizations to share information about their group. It can be particularly useful to organizations that want to contact individuals with invitations to special events

Twitter: a social networking and micro-blogging service. Users send and read messages (or tweets) of 140 characters or less. This has been used effectively by some groups to remind individuals about upcoming special events or performances and to do fundraising.

YouTube: a website that allows people to share videos with the world. If they are registered with YouTube, groups can upload and share videos to the site.

Videos: websites or on the computer for projection in presentations.

Posters: to promote particular events or programs. Posted in central locations and/or specific locations.

Presentations: Promoting the group or its programs or services to another group that might be interested and/or supportive.

Public Service Announcements: a brief announcement of facts pertaining to the public sent to local media contains the answers to Who, What, Where, When, Why.

News Release: An article sent to the media to prompt stories or highlight events and happenings and may contain quotes and key messaging.

Quotes/Success Stories Quotes or interviews with individuals to include in promotional material (print or other media).

Radio/TV Arrange for ads and propose stories that tell the general public about the group or initiative.

Stickers/Decals For car, fridge, or phone with key information like a website address or a key marketing message.

Brochures: Promoting the group generally or promoting particular programs or activities.

Image Library Offering images related to your organization that can be used by educators, students, or others. **Information or Fact Sheets** Inform people about a topic of interest.