

## **Top 10 ways to promote in your area:**

1. Display posters on noticeboards, lampposts and in local shops and pubs. You can also request beer mats to hand out in local pubs too.
2. Deliver business and Gigabit leaflets to local businesses, to let them know how they could benefit and how they could get funding. Remember to pass them onto local Business Forums.
3. Use the sample content contained in these digital resources as adverts in your local newsletters and magazines.
4. Encourage local schools to hire The Cube – the interactive cube gives children the opportunity to connect a village to fibre broadband to learn how the internet gets into their homes. Educational and great fun!
5. Spread the word on social media or share some of our posts. The graphics we've included in the digital toolkit really help with engagement and you should tailor the posts to include your [AREA], to catch the attention of locals.
6. Give some posters to your local library. Computer classes are often run here and some people use the library Wi-Fi if they do not have internet access at home. Remind them to check if they can upgrade to Superfast broadband.
7. Ask us about the other types of resources we can send to you, e.g. banners to display in community areas and venues.
8. Ask businesses or families in your local area who have already upgraded to be advocates or superfast champions. Perhaps they could provide case studies for local newsletters and websites, or help you distribute posters in their neighbourhood.
9. Speak to local community groups and ask if you can talk about Superfast broadband or hand out some leaflets at one of their meetings.
10. Let us know what you would find helpful. If there's anything you think we've missed from the toolkit, tell us!