



# MARKETING PACK

Council for  
British Archaeology



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# PLANNING AND LISTING YOUR EVENT OR RESOURCE

A Festival of Archaeology event or activity can be anything that gets people involved with archaeology online or in person.

There are two types of activity: an event that takes place on a particular time and date either digitally or in person, or a resource which is an activity that can be self guided and viewed or downloaded at any time.

## PLANNING A DIGITAL EVENT

### Digital events can include:

- Streamed talks on Zoom, Facebook live and more. Be sure to record these so we can share them.
- Pre-recorded video content: we are happy to host these on the CBA YouTube account.
- Online exhibitions and more.

Anything you can create and add to the programme that gets people engaged with archaeology is welcome!

## PLANNING A PHYSICAL EVENT

There are many ways to get people out and interacting with archaeology.

### The possibilities are endless, but some examples are:

- An archaeological tour of your area using a factsheet or podcast
- Garden test pitting
- Research projects
- Craft activities
- And much more!

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# PLANNING AND LISTING YOUR EVENT OR RESOURCE

## SHARE AN EVENT

Please add your event [here](#).

- Add an appropriate image.
- Ensure you have the rights to any image you upload.
- You can find a range of images and logos [here](#).
- Add the time, date, and appropriate tags.
- If your event is virtual, add a link.
- If your event is already on your website then add a link.
- The event or resource will be reviewed and listed once approved.  
You can log in and make changes.

## SHARE A RESOURCE

Events are not the only way to interact with archaeology during the festival. This year we are also sharing resources such as self guided walks, competitions and craft activities. This enables audiences to take part in their own time and to their own ability, even from the comfort of their own home.

Please add your resources [here](#).

- Add an appropriate image.
- Ensure you have the rights to any image you upload.
- You can find a range of images and logos [here](#).
- Add the time, date, and appropriate tags.
- If your event is virtual, add a link.
- If uploading resources, add all necessary documents.
- If your resource is already on your website then add a link.
- The event or resource will be reviewed and listed once approved.  
You can log in and make changes.



# GETTING THE MESSAGE OUT

**There are lots of ways you can promote your event or resources.**

**These include:**

- Posters
- Flyers
- Leaflets
- Social media – Facebook, Twitter, and Instagram (Don't forget to use the Festival hashtags outlined below)
- Article in the local newspaper
- Advertising in the local newspaper or neighbourhood magazine
- Feature on local radio
- Feature on local TV
- Emails to contact lists

**If you have more to spend on marketing, then you can get the help of a professional company. If you don't, don't worry – most activities are straightforward and we're here to help.**

## FESTIVAL BRANDING

Once you have registered your event or resource as part of the Festival of Archaeology, we will work to promote your event across the UK. We will promote resources in the lead up to the festival and throughout the year. In return we ask you to use the Festival logos wherever possible or refer to the CBA's Festival of Archaeology within any text.

**We have a variety of logos available to download including:**

[The main circular logo](#)

[Logo with date stamp](#)



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# GETTING THE MESSAGE OUT

## Welsh events

We also have bi-lingual Festival logos in Welsh and English. All Welsh event organisers are very welcome to upload text in both Welsh and English to their event listing on the Festival website.

## DESIGNING YOUR MATERIALS

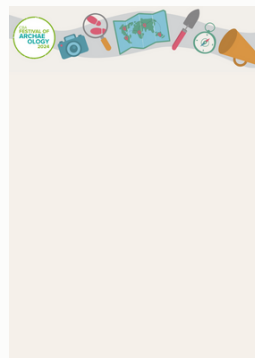
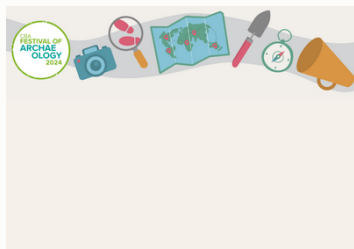
### POSTERS

Posters are a cheap and easy technique for getting your message out, and local shops and public services will often display posters. Posters can also be used on websites and social media. The poster template is available to download in landscape and portrait.

**You can add details of your event(s) to this by copying and pasting the template into a word document. Key information includes:**

- What: the event title plus a line of description
- When: dates and times
- Where: the event location and directions if necessary
- Who: details of who to contact for more information about the event

If you are creating bespoke posters, please include the CBA and Festival and include a line which describes your event as part of the 'CBA Festival of Archaeology'.



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# GETTING THE MESSAGE OUT

## FLYERS

Flyers can be distributed widely, either handed out or left for people to take away with them. Flyers can also be shared digitally. These can be similar to the poster but to keep costs low, smaller. If you want to add more information, make the flyer two-sided. We have landscape and portrait templates for flyers.

Guidelines on distribution of flyers:

### Do

- Give small piles to schools, libraries, tourist information centres, hotels and guest houses
- Hand them out in person
- Ask local shops to give each customer a flyer when they hand over their receipt
- Leave them in local pubs and cafes, with the permission of the owner

### Don't:

- Put them in tourism leaflet racks, except in Tourist Information Centres. These are usually paid for display spaces



# GETTING THE MESSAGE OUT

## SOCIAL MEDIA

Social media can help you to promote and build interest in your event or resource and can be useful when you don't have your own website presence.

### Facebook

Facebook is a great way to get the word out about your events. The CBA promotes the Festival and its events via its Facebook page - follow our page for all the latest Festival news.

You can find us [here](#).

You can also promote your event through your own Facebook account. Be sure to tag @archaeologyuk and we'll share the details with our followers. Sign up for Facebook [here](#).

### Our tips:

- Keep your personal Facebook account separate from your event promotional work.
- Ensure that you have someone who is responsible for maintaining and updating the messages you send out.
- Don't post too frequently (4-5 times a week, more frequently during the festival) and use Twitter for more frequent messages.
- Keep posts short and use pictures
- Include event details alongside other types of posts, e.g. news about recent finds or aspects of archaeology which can be linked to the event.
- Use the "insights" function on your page to work out when most of your audience are online to ensure more people see your posts.
- Ensure that anything you post on Facebook is positively worded.

### X (Twitter)

X (Twitter) is a micro-blogging service which you can use to send out short messages of no more than 280 characters.

When you post a tweet, anyone who follows you and is currently on X will have your post presented to them.

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# GETTING THE MESSAGE OUT

The CBA X (Twitter) account (@ArchaeologyUK) will be regularly tweeting about the Festival and promoting events and resources so please do follow us for all the latest Festival news. Tag us so we can share your posts.

## Our tips:

- Use X on the lead up to and during an event to tweet, encourage others to follow you and send messages.
- Use hashtags to encourage engagement and create buzz for your event.
- Appoint someone who is responsible for tweeting up to and during an event, so that they can respond to comments you receive via the hashtag.

## Instagram

Instagram is a mobile-based image sharing application, popular amongst younger audiences. The CBA has an Instagram account @ArchaeologyUK and we'll regularly be sharing Festival related content. To post to Instagram you require a mobile device (smartphone or tablet), which can mean running the account via your own phone if your organisation or group doesn't have its own mobile devices.

## Our tips:

Share original content

Use relevant hashtags

Explore accounts for similar organisations to see how they phrase their comments and post their content.

Once you have posted some content, follow similar organisations and like-minded individuals to start to build a network.

## Video services

If you feel confident with social media, you could also consider YouTube for video footage of your events or hands-on activities.

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# GETTING THE MESSAGE OUT

## #Hashtags

A hashtag is simply a summary phrase for what you are talking about. It is a way that most social media accounts index content so people can actively seek out relevant posts.

When you are establishing a new account, these hashtags let other users find your account and, if they like your content, start to follow you. They are more important on some channels than others, for example they are vital on Instagram, useful on Twitter and only used sometimes on Facebook.

## Our hashtags for this year are:

#FestivalOfArchaeology for the Festival of Archaeology.

If you use these hashtags in your posts, we will be able to retweet and/or like your posts.

## Sample social media posts

### Register

Take part in the UK's biggest celebration of Archaeology from 13-28 July: @ArchaeologyUk's CBA #FestivalOfArchaeology and join us in celebrating Archaeology and Creativity. Find out more and register now:  
<https://www.archaeologyuk.org/festival.html>

### One week to go (6 July)

One week to go until @ArchaeologyUK's CBA #FestivalOfArchaeology! Find out more join us in exploring Archaeology and Creativity.  
<https://www.archaeologyuk.org/festival.html>

### Launch Day (13 July)

The 2023 #FestivalOfArchaeology runs from today until 28 July. @archaeologyuk want you to explore Creativity and Archaeology through digital events and archaeo-activities! Find out more:  
<https://www.archaeologyuk.org/festival.html>





# GETTING THE MESSAGE OUT

## Donate

Enjoyed the 2024 CBA #FestivalOfArchaeology? Help make it happen next year, and support the CBA's participation and youth engagement activity! Follow the link to donate today:  
<https://www.archaeologyuk.org/support-us/donations.html>

## MEDIA RELATIONS

If you have a great news story, please do let us know and we will try and craft it into our national and regional activity. We will be sending out regional and national press releases which will highlight some local events and promote the online listings with full details of all events. However, we cannot get editorial coverage for every single event as there are over a thousand taking place across the UK during the Festival fortnight.

If you wish to carry out some of your own activity it may be possible to get your event featured in the media, whether it is the local paper, regional radio, or television.

Your additional publicity work will complement the CBA's activity and ensure your event gets noticed.

## Writing a release

The news release is a written document which explains what, when, where, who and how an event is happening in a concise manner which a journalist can quickly understand.

## There is a simple structure that you can follow to make a perfectly good news release that gets your message across:

- Start with the name of the group hosting the event
- Underneath put the title "New Release"
- Add in the date of the release
- Then put a creative title (a good eye-catching headline may help)

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# GETTING THE MESSAGE OUT

- First paragraph: all the key details of the event in two or three lines. Who, what, where, when, why (i.e. part of the CBA Festival of Archaeology).
- Second paragraph: the background to the event, provides more detail about what will be happening
- Third paragraph: include a quote from someone from within the organisational team saying how much fun/how interesting/how exciting the event will be – this is where you can really enthuse and sell your event. Remember to put the person's full name and title.
- Fourth paragraph: add extra details in about the activities, times, costs, as well as the contact details for further information.
- Then insert the word “ENDS”
- Right at the end include contact details for the media – who they should contact if they need further information.

## Pitching the story at journalists

After you've completed the release send it to as many journalists in your area as you can. Websites will normally provide email addresses and the name of the news editor for radio and papers. Sometimes you can also find the names of feature writers, days out or listings editors and local reporters in your area. Send them all a copy, preferably via email.

You can also follow up with a phone call to the news desk and they are likely to ask you to send through a release.

## Photographs

Good photographs can turn an average story into a brilliant newspaper feature. However, many papers prefer to use their own photographs to ensure that there will be no issues with copyright. If you have a visual event on offer invite the paper to send down a photographer.

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## GETTING THE MESSAGE OUT

It is also good to send a photograph with a news release which needs to be of a good quality. To see what sort of pictures appeal to your local newspaper look at all the pictures they already use and aim to take something similar.

Don't have lots of people stood around posing or shaking hands! Do include some action or something unusual, whether it be colourful costumes, a picture of a local community leader digging, a close-up of an archaeologist holding an unusual artefact. Local radio and press will be interested in local people.

Please remember to get the parental permission for photos of children, whether it will be used in the press or not. A photographic permission form for you to use at the end is available to download from the [Event Organisers](#) area of the Festival website.

If you are inviting the local press photographers to come down before the event have a clear idea of what, where and who they can photograph and when you'd be available to do it. You can then phone the newspaper and ask to speak to the picture desk or picture editor directly. They may also ask to see a copy of the news release.



## A NOTE ON DONATIONS

The Council for British Archaeology is a small charity, reliant on our membership and donations to continue to coordinate the Festival of Archaeology and our other work.

It would make a huge difference to our ability to continue to coordinate the festival in the future, as well as run our youth engagement activity, if organisers could encourage those who interact with your event or activity to make a small donation or join the CBA if they are not already members.

**You can use the following text:**

Enjoyed the 2024 CBA #FestivalOfArchaeology? Help make it happen next year! Follow the link to donate today:

<https://www.archaeologyuk.org/support-us/donations.html>



# GOOD LUCK

We do hope that your event will be a huge success.

**If you have any queries please do get in touch:**

Festival general inbox:

[festival@archaeologyuk.org](mailto:festival@archaeologyuk.org)

## **Or contact us here**

CBA homepage: [archaeologyuk.org](http://archaeologyuk.org)

YAC homepage: [yac-uk.org](http://yac-uk.org)

CBA Twitter: [@ArchaeologyUK](https://twitter.com/ArchaeologyUK)

Facebook: [@ArchaeologyUK](https://facebook.com/ArchaeologyUK)

Instagram: [@ArchaeologyUK](https://instagram.com/ArchaeologyUK)

#FestivalOfArchaeology

