

Topic Promotion Checklist

When you're ready to make your topic public, you can notify PlaceSpeak participants based on distance and keyword criteria.

Publisher

When new content is added to your topic, you can alert connected participants by email. Use this feature strategically to prevent the notifications from appearing as spam.

Notify

The built-in invitation feature allows you to invite contacts to connect with your topic by email address, address book or Facebook.

 **Invite to Topic**

Here are some suggestions to invite and welcome participants to your topic:

<input type="checkbox"/>	Press Release	Assemble a list of local media outlets and distribute a press release about your choice to use PlaceSpeak for public engagement, including the topic page URL and quotes from stakeholders. Also, share the release on your website and social media channels.
<input type="checkbox"/>	Email	<p>Invite key stakeholders, target audiences and others to register with PlaceSpeak. Introduce the project, explain how to participate and include a link to your topic page.</p> <p>Encourage your connections to share the message with their networks.</p>
<input type="checkbox"/>	Newsletters	Feature the topic and the link in your organization's newsletter. Provide content for stakeholders and encourage them to share it through their newsletters and networks.
<input type="checkbox"/>	Social Media	<p>Share your topic on social media channels. Include a link to the topic page, ask engaging questions and promote interesting information about the project.</p> <p>On Twitter, create a hashtag to share and track.</p> <p>Keep followers updated by posting about your progress throughout the consultation.</p>
<input type="checkbox"/>	Media	Submit an editorial your community newspaper. Explore opportunities to appear on local media and encourage citizens to register at PlaceSpeak and connect to your topic.