



## Reaching out to and Interacting with Specific Audiences

Making your plan according to your context

Let's get thinking...

1. What are your current circumstances?  
(e.g., size of your organisation, potential use of buildings for workshops etc.)
2. What are the current circumstances of your target group(s)?  
Example: Target group = unemployed parents. Circumstances = unable to attend workshops in the evenings because they must care for their children.
3. Which of the circumstances above are challenges and which are advantages?  
Example: Advantage = Multiple staff members can simultaneously help with workshops.
4. Are there any limitations in place which may affect the organisation of workshops?  
Example: Unable to meet in person due to health crisis/no lift access to the venue.
5. Based on the Working with Vulnerable Groups module's content and your own knowledge, can you think of some strategies to respond to each challenge identified?  
Example: An alternative means of communication.
6. Could you form a partnership to help you overcome any of the challenges?  
Example: With an NGO, community centre, local club or hobby group etc.

### Top Tips!

- Believe in change!
- Listen carefully to members of the community
- Don't exclude anyone - everyone in the community is important
- Remember vulnerable groups in this context means anyone whose lack of digital skills prohibits their full participation in society
- Adapt the language of your message to the audience
- Don't forcefully convince critics. Work with those who want to work with you. Create a network of allies.





## Reaching Out to and Interacting with Specific Audiences

Making your plan according to your context

Where could you advertise your workshops?

In...

- Libraries
- Places of worship
- Medical centres
- Pharmacies
- Waiting rooms
- Noticeboards in bakeries, post offices and shops
- Local government buildings
- Schools
- Community centres
- Employment centres
- Partner organisation's premises

Your ideas...

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Through which means could you advertise your workshops?

- Posters
- Local newspapers
- Instagram
- Facebook
- TikTok
- Radio
- On your organisation's website
- Newsletters
- Bookmarks slipped into books
- Local government website(s)
- Magazine of your organisation/ partner organisation

Your ideas...

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Who could help you to advertise your workshops?

- Grandchildren of older people
- University of the third age
- Local government staff
- Pharmacists
- Teachers or educational professionals
- Job centre staff

Your ideas...

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### Top Tip

- Consider your target groups' pre-existing digital knowledge and their access to digital equipment before advertising workshops via digital means.

