

Promotions Checklist

Below are some ways that you can promote your exhibition. If you need assistance please contact The Gallery Coordinator.

- A paid ad in the Upper Yarra Mail and/or The Lilydale Leader
- A notice in the Community Notices section of the local papers
- Ask if U3A are willing to promote your event
- Flyers and Posters in the local shop windows and on counters
- An interview or promotional discussion on one of the VYV Radio programs
- Via Social media, such as Facebook, Twitter, your website:
 - Create an event for your exhibition on Facebook.
 - Share your event or your promotional post to FB pages such as The Warburton Network, Yarra Ranges Council Business, YRC Community Development, YRC Official Page, Upper Yarra Arts Centre, Lilydale and Yarra Valley Leader, Mail Newsgroup/Upper Yarra Mail, Yarra Ranges & The Dandenongs, Warburton Community Space, Warburton Valley Handmade, Upper Yarra Artisans to name a few.
 - Ask your friends to share your event
 - On Twitter, promote your post with the aim for it to be retweeted by your followers
 - If you have a LinkedIn profile, promote it on there
- Through your email contacts, and asking them to spread the word for you also
- A promotional slide that can go on the four digital monitors owned by the Warburton & Yarra Junction Community Bank branches
- Advertising on all noticeboards in the townships, including at The Waterwheel. (Remember places like the noticeboard in the Safeway arcade and the Laundromat at Yarra Junction; The Sound Factor and newsagent noticeboards at Warburton)
- Ask all the local primary and secondary schools to place a promotional ad in their newsletters – most will place them for free – you will need to make the artwork up for them
- If you belong to an art group you can usually advertise through their newsletter and/or Facebook page. Also, ads can be taken out in 'Art Almanac' and Artlink magazines (they are small monthly magazines that list heaps of exhibitions around Melbourne/Victoria).