

This is a great way of getting a message to people about your social enterprise and the difference you want to make.

- It can be posted online.
- It can be put up in classrooms.
- It can be in shops or public meeting places – anywhere the people who you want to convince or influence are likely to see it.
- **Important** – think about whether you need to ask permission before you put up a poster.
- Your poster can be produced in a smaller version and handed out to people – but if it is copied smaller make sure the message can still be read.

How do you create a design?

Decide on a size – standard paper sizes A4 or A3 are good.

Challenge the children to draw pictures or create collections or collages of images that best describe or illustrate your social enterprise idea.

If you make it a competition – you then have to decide how to choose a winner or winners.

Decide on a message – words on the poster. The best messages for posters are:

- Short
- Simple
- Snappy (attract attention)

Branding

A 'brand' is something that identifies your social enterprise and change you want to make – it stands out and attracts attention.

- Think about colours – bright colours stand out better
- Think about words that will attract attention
- Make sure the message is consistent with the rest of your marketing – it is basically saying the same sorts of things.
- Is there a 'signature' for the poster – a particular word or phrase, a colour or an image or logo that will instantly identify the poster as part of your social enterprise?
- Have you mentioned the positive impact you are making for a UN Global Sustainability Goal?