**Promote your shortlisted success**

**Congratulations on being shortlisted for Community Rail Awards 2025. You can use your shortlisting status as an opportunity to promote your partnership/group to your audience, partners and local media.**

We’ve made some suggestions below on how you can make the most of your shortlisted status in the lead-up to the Awards evening in March.

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| **Use your existing channels** |
| **Post on social media**   * Use the ‘we’re shortlisted’ graphic provided in the toolkit ([**download here**](https://communityrail.org.uk/community-rail-awards-shortlist-toolkit/)) * Use the #CRA25 and #CommunityRail hashtags * Link back to your website * Post more than once – you’ll have a few weeks before the Awards evening so keep posting throughout that time to catch those that may not have seen your earlier messages – can you focus on a different element of your shortlisted project for each post? See some examples in our [**toolkit**](https://communityrail.org.uk/community-rail-awards-shortlist-toolkit/) * Use the post to highlight other areas of your work * If your project involves other partners be sure to tag them in the post so they can also share, see below on reaching out to partners |
| **Feature it on your website**   * Upload a news story to your website, so visitors to your site can see you’ve been shortlisted * Use this to tell people more about your shortlisted project – you could use the details you provided in your award submission |
| **Include it in your newsletters**   * Write an article for your next newsletter to share the news with your supporters * Whether your newsletter is based online or not, include a link back to your website where people can find out more about your shortlisted project and the work you do throughout the year |

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| **Tell your partners** |
| **Send an email to your partners**   * Partners such as train operators, community groups, station teams, local schools/colleges you work with, local authority, tourism attractions, leisure businesses etc. * Include the details of the project that’s been shortlisted and the award category * Thank the partner for their support, whether they have been directly involved, provided funding, or have generally worked with you the past year * Encourage them to promote your news to their own audiences, you could include a sentence such as: ‘We’d really appreciate any extra support you can provide to help amplify our partnership/group so please feel free to share this news within your organisation and to your audience/followers on social media or through your newsletter.’ * Seek support around the Awards evening on 13 March – you could ask them to ‘wish you well’ for the announcement of the winners * Although we are not live-streaming the Awards evening, anyone not attending will be able to follow along on our [**@CommunityRail Facebook**](http://www.facebook.com/communityrail) feed along with our [**@CommunityRail X**](https://x.com/communityrail) feed, where the winners will be announced live throughout the night * You could use this as an opportunity to reconnect with partners that you may not have spoken to for a while, use it as a conversation starter * Follow up with your partners after the Awards evening. Whether you won an award or not it is a great achievement to be shortlisted and your partners may appreciate an update on how it went. This is also another chance to thank them for their support |
| **Post on social media**   * Tag partners you want to engage with on your social media posts * Tag local newspaper/media outlets * Alternatively, you could send a private message to partners/local media on social media – this can be helpful if you’re asking them to retweet a recent post of yours, or if you don’t want to share your email address |

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| **Local media** |
| **Send a press release**   * Inform your local media outlets about your shortlisted status by sending them a press release * Include details of the Awards and, more importantly, this is a chance for you to highlight your shortlisted project and your partnership/group * Feel free to use the press release template that is featured in the [**toolkit**](https://communityrail.org.uk/community-rail-awards-shortlist-toolkit/)– you can adapt and adjust this to suit your own style and tone. Please get in touch with our [**comms team**](mailto:news@communityrail.org.uk) if you’d like a personalised quote from us * If you don’t have specific media contacts, you’ll often find an email address of a news desk on their individual websites, where you can send the press release to or contact our [**comms team**](mailto:news@communityrail.org.uk) and we can help with local contact details * Remember to send your press release to local radio news desks as well * Don’t forget to include at least one photograph that you have permission to use, that the media may like to include * Add your details for the media to use for more info or to arrange an interview * For more advice, see our [**‘engaging local media’ guidance here**](https://communityrail.org.uk/wp-content/uploads/2020/04/Engaging-local-media-210420-linked.pdf). |

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| **Tell local MPs** |
| **Send an email/letter to your local MP/mayor/councillor**   * Sharing your success with your local elected members/relevant council officers, whether you have an existing relationship with them or not, can be a good way to raise the profile of your partnership/group * You can use this [**template here**](https://communityrail.org.uk/wp-content/uploads/2024/12/MP-letter-template.docx) to help you write the letter * Perhaps you could use this as an opportunity to invite your local elected members to your station to get a first-hand account of the work you do throughout the year * Not only will this help your local MP/elected members have a better understanding of community rail within their constituency, but also they may provide additional promotion and support for your group through social media |

**If you’d like advice on promoting your shortlisted status, please contact our comms & policy team at** [**news@communityrail.org.uk**](mailto:news@communityrail.org.uk)