



**THIS
GIRL
CAN**

BRISTOL

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INTRODUCTION

What's this toolkit for?

This toolkit has been written to help you get more women to come to your events or classes. It is full of simple, practical advice on how to combine branding, marketing and logistics to ensure your activities are as female-friendly and inclusive as possible.

What is 'This Girl Can'?

This Girl Can is a national campaign funded by Sport England to get more women and girls active, no matter how they look, how well they do it, or how sweaty they get.

Anyone who shares the campaign's aspirations and values can use the This Girl Can logo and resources to inspire more women and girls to wiggle, jiggle, move and prove that judgement is a barrier that can be overcome. This Girl Can resources can be **downloaded from the This Girl Can website** - you'll have to register, but then you'll be good to go.

What is 'Bristol Girls Can'?

Bristol Girls Can is a Bristol City Council initiative aimed at getting more women and girls active in Bristol. To reflect Bristol's originality and distinct local offer, we've put together a selection of images and marketing resources that show real, local Bristol Girls getting active and doing what they love. These are explained over the next few pages, but you can browse and download them from **Dropbox**.

This girl does...

- Speak to girls as one of the girls
- Encourage and support
- Debate on relevant subjects
- Add value to the conversations she joins
- Write informally
- Use correct language and grammar
- Feel inclusive and inviting
- Exude sassiness, confidence and energy
- Empathise with her audience

Helping you get the tone right

This Girl Can and Bristol Girls Can exist to empathise with all women and inspire them to exercise regularly. When trying to attract women to your sessions, speak to them on their level: encourage and enthuse rather than enlighten or preach.

Please note that if you're advertising under the 'This Girl' banner, there are ways you can and can't say things. Here's our handy guide to getting your tone right:

This girl does not...

- Tell anyone that what they're doing or thinking is wrong
- Scaremonger, force, or cajole
- Argue with interactions
- Speak for the sake of speaking
- Overuse exclamation marks or kisses! xxx
- Feel too chummy, clichéd, or over the top
- Act arrogantly or dwell on negatives
- Judge anyone, for anything
- Say things like "You go girl!"
- Use smiley faces/text speak/slang

PUBLICITY AND MARKETING – Brand and Logo

How to use the brand and logo

If your events fit the This Girl Can guidelines and philosophy, you can use the logo alongside your own on publicity materials. You'll see it included in some of our templates, but we've also put

together the following practical guidelines on how the logo can and can't be used.

The THIS GIRL CAN logo can be **downloaded** from the partner section on the THIS GIRL CAN website. You should always use this logo from this source - please do not copy and paste from elsewhere.

1. Purple



C:40 M:100 Y:0 K:0

Match to PMS 248 Solid Coated

RGB:
R:163 - G:35 - B: 142

HEX: 911F89

Best used against a white background in colour publications/ advertising

2. Black



C:0 M:0 Y:0 K:100

R:0 G:0 :B:0

Match to PMS Process black

Best used where colour isn't an option

3. White-out



C:0 M:0 Y:0 K:0

R: 255 G: 255 B:255

Ideal for use against coloured, dark or photographic backgrounds or where colour isn't an option.

PUBLICITY AND MARKETING – Brand and Logo

Alternative colour variations

You can also customise the THIS GIRL CAN logo into any colour you like, as long as it is legible. This would be particularly useful if you want to match it to your own brand colours.



Size guidelines

The THIS GIRL CAN logo can be as big as you like, but can be no smaller than:



Using the Bristol lockup

- We've designed Bristol focussed logo lock-up for you to use. You can [download it in a range of formats from Dropbox](#).



Please use the whiteout version of the lockup if a dark toned/coloured background or photographic image is to be used.



PUBLICITY AND MARKETING – Brand and Logo

Exclusion zones



What NOT to do

The logo has been created to work with our partners. However, there are certain parameters to this flexibility that must be adhered to.

1. Distort the logo in any way.



3. Change its meaning without permission from Sport England.



It's also imperative that THIS GIRL CAN maintains a sense of positivity and empowerment. Therefore its meaning should NEVER be misappropriated.

2. Change the meaning of THIS GIRL CAN within the square graphic.



4. Reduce the logo smaller than 17mm in width.



PUBLICITY AND MARKETING – Brand and Logo

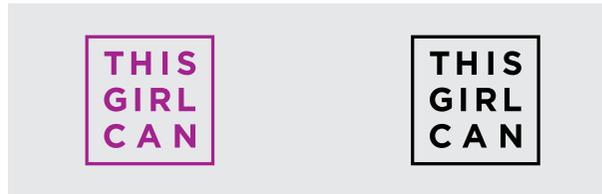
Positioning backgrounds

Please choose wisely the version of the logo that will look best on a particular background. Here are some examples on what works best and what doesn't.

✓ Good:



✓ Purple or black logos on white backgrounds



✓ Purple or black logos on light, neutral colours



✓ White out logo on dark toned/coloured backgrounds

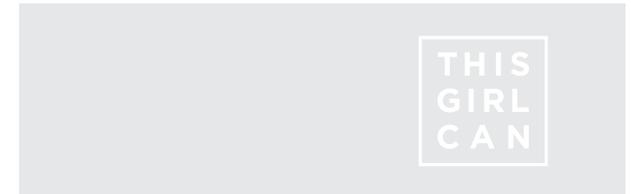


✓ White out logo on dark photographic backgrounds/textures

✗ Please do not do this:



✗ Purple logo on patterned backgrounds



✗ White out logo on light toned/coloured backgrounds



✗ White out logo on light photographic backgrounds/textures

PUBLICITY AND MARKETING – Resources

Bristol Girls Can resource library

In addition to the This Girl Can resources, we've created a range of Bristol Girls Can images and resources to help publicise your female-friendly sessions to Bristol women, available to download from [Dropbox](#):

- **Ready-to-print posters.** Put these up around your venue to encourage and inspire.
- **Slides for digital display screens**
- **Social media images.** These images have been resized and optimised for use on Twitter and Facebook.
- **Poster template.** Drop in your text and images for a bespoke poster advertising your events. Feel free to move around everything except the logo lock-up to make the template suit you.

Bristol Girls Can website

Our website BristolGirlsCan.co.uk can help you to promote your activity sessions to local women and girls. Contact sport@bristol.gov.uk to add your sessions to our activity finder.

We also have some **vinyl and pop-up banners** you can display at your venue. If you would like to use these, please email corporate.communications@bristol.gov.uk.

If you'd rather create something of your own using the images and logos contained in this pack, please go ahead! Just remember that the only thing that must remain constant is the position of the This Girl Can logo lock-up along the bottom of the page.

By downloading This Girl Can brand resources and materials, you are agreeing to abide by the **TERMS OF USE**.

Anything featuring This Girl Can branding and / or resources must be submitted to Sport England for approval via thisgirlcan@sportengland.org. Please allow five working days for approval.



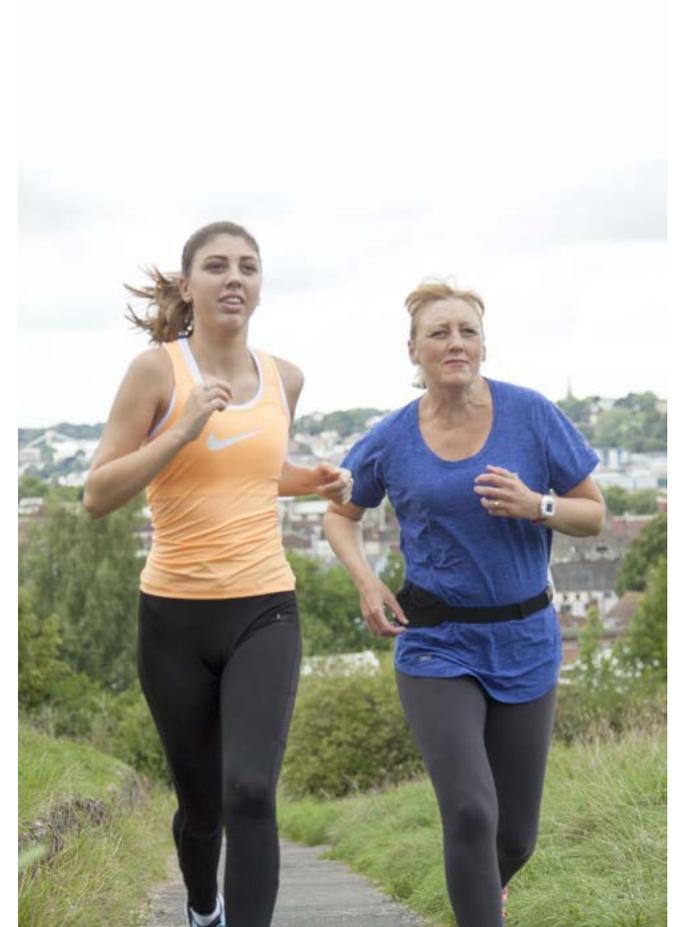
PUBLICITY AND MARKETING – Social Media

How to boost your audience on social media

Social media sites such as Twitter, Facebook and Instagram are great ways of attracting people to your events and getting them interested in your activities. We've put together the following tips on how to tailor your social media messaging for maximum impact:

- Images can significantly boost engagement (the number of people interacting with your post) on Twitter and Facebook, so include them where you can.
- Bear in mind the optimum dimensions for images on each platform. On Facebook and Instagram, square images work better (e.g. 800x800 pixels). On Twitter, rectangular images with a 2:1 image ratio work best (e.g. 1260x630). If you don't have access to Photoshop, use a free cropping tool like **Pic Monkey**.
- If you're too busy to tweet every day, use a free scheduling tool like **Hootsuite** or **Tweetdeck** to schedule Tweets in advance. If you do schedule tweets in advance, set them to go live during weekdays 8-9pm – this is when most people are online and checking social media.

- Try to post at least once per day on Twitter and 3-4 times per week on Facebook.
- Use **@bristolgirlscan** when mentioning us on Facebook.
- Use relevant hashtags when posting on Twitter and Instagram. To communicate with the Bristol Girls Can community, use **#BristolGirlsCan**. If you want to talk about a specific activity, keep the hashtags separate (i.e. **#BristolGirlsCan #golf** instead of **#BristolGirlsCanGolf**). Don't use spaces or punctuation marks in a hashtag, as this will mean the hashtag won't work.
- On Twitter, keep hashtags to a minimum. Never use more than three per Tweet – not only will it eat into your character allowance, it looks messy and makes the message harder to read.
- A small budget can go a long way on social media, especially Facebook. Consider using **Facebook Ads** or **boosted posts** to increase the number of people who see your content.



PUBLICITY AND MARKETING – Social Media

Bristol Girls Channels

- Bristol Girls Can Facebook page

This Girl Can channels

- This Girl Can Facebook page
- This Girl Can Twitter
- This Girl Can Instagram

Draft social media messages

We've drafted some general social media posts for you to use. However, if you feel confident enough, be creative and craft your own! If you choose to use ours, the italics represent fields you should adapt to be specific to your offer. Shorten your links with bit.ly to save on Twitter characters and see how many people click on them.

Twitter

- We're proud to support **#BristolGirlsCan** by offering *<<free taster sessions for women / 2 for 1 sessions for women / other offer>>*. Find out more at *<<insert relevant link>>*
- We think **#BristolGirlsCan** regardless of age, ability or lifestyle. Get active & show everyone **@ThisGirlCan** *<<insert relevant link>>*

Facebook

- **@BristolGirlsCan** is a celebration of active women who are doing their thing – no matter how they look, how well they do it, or how sweaty they get. We're getting involved by offering *<<free taster sessions for women / 2 for 1 sessions for women / other offer>>*. Find out more at *<<insert relevant link>>*.
- Women come in all shapes, sizes and all levels of ability. It doesn't matter if you're rubbish or an expert. Come and try out *<<insert sport here>>* and let us help you to get inspired *<<insert relevant link>>*
@BristolGirlsCan

PLANNING A SESSION – Barriers

There's a massive gender gap in the UK when it comes to regular participation in sport and activity. Over a million more men than women do sport at least once a week, and research by Sport England suggests that 75% of women want to be more active – but something is stopping them.

The barriers

This Girl Can sees one unifying barrier stopping women exercising: **fear of judgement**.

This could be judgement of their appearance, their abilities or their priorities. This Girl Can have put together a handy table showing how these concerns break down:

Judgement barriers

Appearance

- Being sweaty
- Having a red face
- Not looking like I usually do (made up)
- Changing in front of others
- Wearing tight clothing
- Wearing sports clothing
- Wearing the wrong clothing/kit
- Showing my body
- How my body looks during exercise (jiggling)
- Not appearing feminine
- Developing too many muscles

Ability

- Not being fit enough
- Not being good enough
- Not being competitive/serious enough
- Not knowing the rules
- Not knowing what equipment to bring
- Bringing the wrong equipment
- Holding back the group
- Being too good
- Being seen as too competitive/serious

Priorities

- Spending time exercising when time with the family should be more important
- Spending time exercising when time with friends should be more important
- Spending time exercising when time studying/working should be more important
- Spending time exercising when there are other things I should be doing that are more important

PLANNING A SESSION – Tips and links

We want to help liberate women from the fear of judgement – and you can help us. The rest of this document is dedicated to giving you some practical tips for getting women through the door, overcoming their fears, trying out what you have to offer and keeping them coming back.

Practical tips

- Think about the kinds of images you use in your publicity materials and in pictures around your venue. Do they include women? If so, are they just athletic, sporty types? Try and have diversity in the women you depict: of age, size, ethnicity and ability.
- Think about the timings of your sessions. Many women have to fit sport around family commitments and sessions that start slightly later (around 7.30pm or 8pm) work better for them.
- Be patient, respectful and answer any questions new people might have. Starting something new or getting back into it after a break can be daunting, and you should do all you can to put them at ease.

- Make sure your facilities are up to scratch. Do you have separate changing rooms for women? Are there showers? Hairdryers? If the answer is yes, use this as a selling point! Sometimes it's the smallest thing that can encourage someone to give you a go. And it goes without saying, but make sure that your facilities are kept clean.
- Do you run any sessions where children could come along? If so, make it a unique selling point! If this isn't possible but you have a crèche, mention that too.
- Don't just advertise in the usual 'sporty' places. Think outside the box: local magazines and websites, local buying and selling sites, women's magazines, and online forums such as **Netmums** could all help you get new customers. Also, make sure your events are listed on our **Bristol Girls Can website** and post them on our Facebook page, **Bristol Girls Can**.
- Consider running special taster sessions just for women, or having a dedicated women-only class. Also consider other offers that might appeal to women, like a 2 for 1 deal. Can you think of any other incentives you'd be able to offer?

Useful links

Hopefully this toolkit has gone some way to getting you ready to welcome lots more women to your events. However, it can't cover everything and you may well want more information about some of things we've included. Here are some handy links that will hopefully answer some of your questions:

- **An introduction to some of the most popular social media platforms**
- **An introduction to social media marketing**
- **This Girl Can website**
- **Bristol Girls Can website**