**Public Relations / Social Media**

Not only to generate participants, but also in terms of sponsoring or approvals, targeted public relations work makes sense.

**Social media / photo database**

In the age of social media, the active management of a homepage, as well as the use of platforms such as Facebook, Instagram, or similar (for example: Pinterest, ...) is important. Thereby it is important to proceed in a contemporary and target group oriented way. The communication of emotions is central. This happens above all through good pictures. The expressiveness of pictures must therefore be chosen accordingly. Not only the emotional significance should be taken into account, but also considerations of safety-relevant aspects (e.g. well knotted frets). It is therefore recommended to keep a good photo database. However, data protection regulations must be observed in this regard. It is therefore essential to obtain a declaration of consent for the use of photos - for example, in the form of a confirmation of registration including "small print"

(🡪 Link: Legal, permits, insurance: confirmation of registration\*).

**Publicity/ Advertising**

However, even today advertising does not work exclusively via digital media. Direct contact with potential participants, with other associations/organisations or for example with companies is still very important. Advertising opportunities are offered by specific events or by writing directly to other associations. Printed flyers, banners, T-shirts etc. make THC projects visible.

**Press and public relations**

A report in the newspaper or a short article on local television is a great thing, but it should also have the desired effect. Negative headlines are also headlines - but those that should be avoided if possible. It is advisable to appoint a person responsible for the press. This person contacts selected press representatives, provides information and channels the desired information. If, despite everything, an event should occur which should cause negative headlines, a person responsible for the press is all the more important. This person should be as competent as possible in dealing with the press. At best, clear communication channels must be established within the organisation to determine who is informed when and what.

**Visiting day**

In most THC, a topping-out ceremony and a day of visits are organised at the end of the construction phase. A visiting day offers the opportunity to invite not only family and friends, but also representatives of the press, sponsors, residents and other interested parties. On the visiting day, the participants and the team can present what they have "created" and celebrate together with their guests. The joint celebration, the appreciation and the praise that the participants and the team experience are essential components in the process of a THC.