

# Broadcast Comms Guide

XRUK groups are responsible for their own communications to the movement.

- Does the movement know about your work?
- What is your plan to mobilise?
- How do you get a message to the movement?

## A Video Guide - how to:

- Create one Zoom registration link for multiple events
  - then edit the events (time/date)
  - add more events to the same link
  - add a description for your event and brand it with an image and logo.
- Create a short link for your Zoom registration link to add to your publicity.
- Use Mattermost and Telegram to publicise your events across XRUK and XRGlobal.

• Video link [here](#)

The flow of information is vital for engagement and helps to amplify our actions and events.

## ☐ Broadcast Comms Guide:

We have drawn up [this guide](#) to help UK groups plan and deliver their comms

## ☐☐☐ Broadcast Style Guide:

Follow [XR design and stay formatted](#) when crossing channels.

☐☐ If it's not shared, what is it?

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