

PLANET NATION

REACHING YOUR AUDIENCE



How we can support you in linking up with & communicating to the LBO community

Planet Nation was formed in 2016 following 5 successful years of running Planet London, which was founded in 2011. Planet Nation stands for: support, promotion and focus on the lesbian, bisexual and queer (LBO) community through forming collaborative partnerships with LGBT community organisations and ally organisations to support a thriving and diverse LGBT community.

We are a trusted, reliable source within the community, yet there is a lot more we can do – and we want to! By increasing our collaborations and building a more cohesive network we can further support all areas of the LBO community.

Planet Nation has many strands. To make things easy, this guide is designed to give a brief introduction to the many ways as to how we can support you. **We would love to meet you for a coffee and a chat to see how we can work together in 2016 and beyond.**

Events calendar

Our events calendar is available to promote any events aimed at LBO women. You can upload events directly with images and information. Our calendar is the main space used within the scene for women deciding where to go out. Your event will look much more inviting with a customised image and you will be able to update the event yourself.

Our calendar can be filtered by location and also by date. It also features a slider at the top where we can showcase particular events.

<https://www.planet-nation.com/events/all>

All your LBO social events!

FEATURED EVENTS

<p>Theatre: PAREIDOLIA by JFW Fri 09 Jun, Mon 12 Jun 7:00 pm, 7:00 pm Julia and Catherine want to find meaning</p>	NEXT EVENT: Sun 18 June, RFI Southbank Join us for drinks before the screening of Pariah as part of the RFI Southbank's June strand SOCIAL CULTURE QUEENS: Pariah Sun 18 Jun 5:00 pm Collaboration between Planet Nation & Future Female Project	<p>Mint London Pride Party with Sat 08 Jul 7:30 pm The largest central London Lesbian London Pride Party</p>
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Select a city: Bristol, London, Nationwide, Sheffield, Birmingham, Brighton, Cardiff, Hastings, Kent

Start date: E.g., 15 Jun 2017

End date: E.g., 15 Jun 2017

APPLY

ALL LBO EVENTS
All Events
All events on the LBO scene across the nation

Anyone with promoter/socialite status can add events to the calendar. To get these permissions please get in touch

Basic listings are FREE!

EXTERNAL ADVERTISEMENTS

Bristol This event is not updated by the event promoter so information cannot be guaranteed & should be checked directly SHARE THE MOON Fri 16 Jun 12:00 pm to 6:00 pm	London LET TO BE LO CLARE SUMMERSKILL PRESENTS 'FROM FA... Fri 16 Jun 7:00 pm to 10:00 pm	London This event is not updated by the event promoter so information cannot be guaranteed & should be checked directly CLUB KALI Fri 16 Jun 10:00 pm to 11:45 pm
London This event is not updated by the event promoter so information cannot be guaranteed & should be checked directly OLDER LESBIANS NETWORK MONTHLY MEET UP Sat 17 Jun 12:30 pm to 6:30 pm	International Lesbian Festival THE EYE OF THE STORM Sat 17 Jun 4:00 pm to 10:00 am	London This event is not updated by the event promoter so information cannot be guaranteed & should be checked directly VAGINA WOLF? A FILM BY ANNA HAZARD ALBERT Sat 17 Jun 6:00 pm to 10:30 pm
London This event is not updated by the event promoter so information cannot be guaranteed & should be checked directly LGBTQ HISTORICAL TOUR SOHO Sun 18 Jun 2:00 pm to 4:00 pm	Pride Events This event is not updated by the event promoter so information cannot be guaranteed & should be checked directly DUBLIN PRIDE Sun 18 Jun 2:30 pm	London This event is not updated by the event promoter so information cannot be guaranteed & should be checked directly RAINBOW FAMILY SUNDAYS Sun 18 Jun 3:00 pm to 5:00 pm

Community News

A place to publish press releases related to LBO life to share messages with the LBO community. Just add admin@planet-nation.com to your press release mailing list. If you have a free account you can just post your news directly.

<http://www.planet-nation.com/community-support/community-news>

the ultimate lifestyle website for cis & trans LBQ women across the nation!

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LGBT Campaigns

We have created this page to support the many LGBT campaigns that are taking place. If you want to donate time, energy or money then take a look at the opportunities available here! Finding volunteers, resources and money can be difficult. The LGBT community as a whole relies heavily on volunteers, and with the cuts to funding increasing, also in raising funds. The LGBT community is hard to reach, and the easily accessible and known resources are showing signs of strain. It is essential we can access new sources, but also reinvigorate existing ones.

volunteering | supporting projects | crowdfunding projects | donating to LGBT Charities | investment opportunities

<http://www.planet-nation.com/community-support/lgbt-campaigns>

Selling tickets and guest list management

We can help you to sell tickets to events. Our shop uses PayPal ensuring that the fees are the lowest possible. We come in under most of the mainstream ticket providers. Our service gives you complete control with guestlist management, waitlist and event reminders as well. Money is also paid to you more quickly!

If you are interested in this service please ask for more details.

<https://www.planet-nation.com/shop/tickets/>

Video on Demand

We can use our video on demand space to share videos that you have created. We don't just list feature films and web series; we also include documentaries, speeches and talks, music videos, VLOGs and more!

<http://www.planet-nation.com/live-streaming/video-demand>

Getting to Know the Community

A space where we profile people within the community. A chance to celebrate successes, skills and to give inspiration to other LBQ women.

Profiles include: DJs, musicians, entrepreneurs, comedians, authors, artists, event organisers, celebsians, successful women.

<http://www.planet-nation.com/lbq-women/getting-know-community>

A Day in the Life

Research shows that LBQ women like to connect with people. To make a charity, event or business more accessible to potential customer, volunteers and donors it can be helpful to make it more human. This blog is designed to entertain, educate and also explain. It provides insight into people in our community. We currently have a Meet up organiser blogging however we are keen to expand the people contributing in this area. The idea is to give a 'behind the scenes' insight. The commitment is flexible around availability and can be once a month. It can be a volunteer, or a member of the team, or management – it could be that it is different each time and listed as a series under your business name.

<http://www.planet-nation.com/lifestyle/day-life>

Sponsorship and fundraising

Each year we choose an LGBT charity to support. We also take on various sponsorship roles within the community. We are always happy to hear of suggestions for ways we can support through sponsorship and fundraising.

If you are interested in this please ask for our sponsorship information pack.

<http://www.planet-nation.com/supporting-our-community/sponsorships>

Lifestyle articles

Depending on your business area, we have a number of lifestyle categories where we can post articles to our audience.

All articles are shared via the Planet Nation social media channels.

<http://www.planet-nation.com/lifestyle>

the ultimate lifestyle website for cis & trans LBQ women across the nation!

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Adding your books to the LBQ Author Book Shop

<http://www.planet-nation.com/planet-shop/books-lbq-women>

To get your books added, please send the Amazon links for each book to admin@planet-nation.com.

Adding your DVDs to the LBQ Author DVD Shop

<https://www.planet-nation.com/planet-shop/lesbian-dvds>

To get your music added, please send the Amazon/iTunes links for each book to admin@planet-nation.com.

Adding your Twitter account to the Planet Nation Twitter List on PlanetNationLBQ so it appears on relevant pages within the themed Twitter feeds

Send me a quick DM Tweet to @PlanetNationLBQ letting me know which list you think you should be in.

Getting a review

Send your press pack to admin@planet-nation.com

Please note that in busy periods a lead time of up to 2 months can be in place so if it is for a release please send as early as possible.

Don't have a press pack? Email me and ask for a sample to help you to get more reviews and more press coverage.

Collaboration

At Planet Nation we believe collaboration is the key to success. We have successfully collaborated with a variety of different festivals and events in the past including, but not limited to Velvet Ibiza, The Dinah, Palm Springs; Pride in London; OlaGirls; National Student Pride; L Fest; Wotever DIY Film Festival and GFEST.

We are extremely flexible and always provide a support package to suit the requirements of whoever we are working with. We can deploy people to events to provide live coverage; we can provide advance information to create a buzz. We can review after events.

How we are different

We work hard with our collaborations. We won't just publish a press release here and there; we work with a festival/event/business to make the most of a story and to reach as many people as possible.

Our content is diverse and there are many different ways that we can share your news, tell your story and maximise the women you reach.

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About Planet Nation

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The website

We currently receive an average of 200 women visiting our website every day. In 2014 we received 70,000 visitors. Whilst the events calendar started out as our main focus, our drivers are a growing and thriving community and we are driven by our enthusiasm and love for our community. We are extremely supportive of collaborations and believe that we are stronger in numbers.

Social media

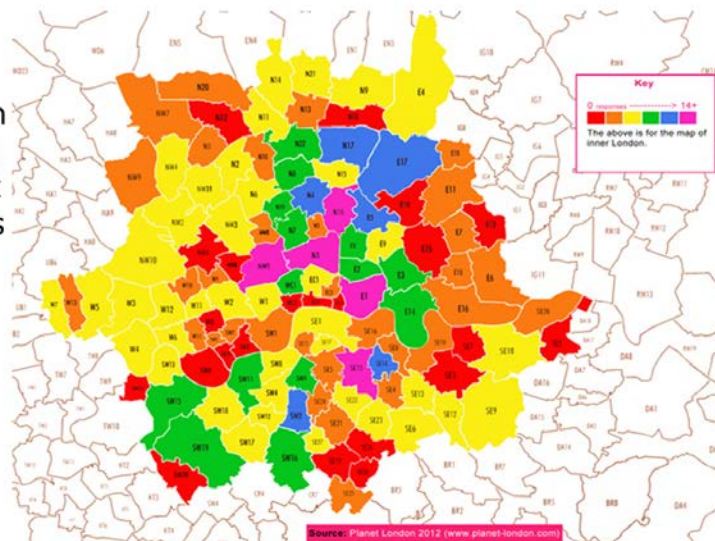
Twitter | Facebook | Instagram

Planet Nation Twitter	7,800* followers (85% London based)
Facebook	2,490 friends (75% London LBQ women, 8% Brighton LBQ women, 17% other UK)
Facebook page	1,685* likes (72% London LBQ women)
Facebook group	928* members (99% LBQ women)
Instagram	852* Followers
Mailing List	1,453* women
Website members	525* women

* as at June 2017

Your audience understood

- 3 years of experience
- We talk to women about their needs – they are honest as we are seen as neutral
- We understand what works and doesn't work in our community and how it is different from mainstream



Source: Planet London Ultimate Community Survey 2011-12

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Anything else?

We are committed to our community. If there is something else that we don't currently have on the website, or do; why not suggest it? We are committed to investigating any new suggestions. If it is possible and we can, then we will!


Need an account?

Sign up on the website using the secretword **PlanetLife** (case sensitive). Your account will be reviewed before being published.

Sign up here: <http://www.planet-nation.com/user/register>

You will need to be logged in to be able to access the advanced access bar.

Accessing the website administration tool

Clicking on the home icon  will take you to the homepage from wherever you are on the site.

Clicking on the Dashboard icon  will take you to a page of all your content.

Dashboard

MY CONTENT

Title	Post date	Edit content
Broken Rainbow Helpline facing closure	Monday, 8 February, 2016 - 15:27	edit
Ultimate Planet Awards - VIP Ceremony & After Party Ticket	Sunday, 31 January, 2016 - 21:33	edit
New Years Eve 2015	Tuesday, 12 January, 2016 - 15:22	

Like what we do?

Planet Nation is a community resource. It is run entirely voluntarily for the community.

Please consider some of the following ways to thank us for this resource:

- Spread the word about what we do online and encourage people to join us – the bigger our reach the more this will benefit you! We love shout outs on social media so much!
- Donate anything, even £5 will help. There is a donate button on the homepage of the website.
- Volunteer some time to us. Do you have a skill that could be useful?