

Action	Easy to do?	Cost	Resources required	Effectiveness	Priority action?
Set up a Facebook page	Yes, if you have someone who knows how to do it and is prepared to commit the time to managing the page	Free	Time: someone will have to set it up, monitor it, and update it regularly	<p><b>Pros</b></p> <ul style="list-style-type: none"> <li>• Good way of keeping a large number of people informed</li> <li>• Good place to gather support</li> <li>• Good place to share positive visual images</li> </ul> <p><b>Cons</b></p> <ul style="list-style-type: none"> <li>• Not targeted at specific decision makers</li> <li>• Might attract negative comments as well as positive ones</li> </ul>	

*Example of prioritising actions*