

One East Midlands Publicity Policy

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Introduction

One of the core strategic functions of One East Midlands is to ensure greater understanding and promotion of the voluntary and community sector in the East Midlands, and as a membership organisation, in particular our full members.

This communications work is carried out by One East Midlands' communication team through a variety of methods, including our website at www.oneeastmidlands.org.uk; our news, training and events, policy and specialist e-bulletins; social media and printed publications.

Alongside the One East Midlands specific content we also include content from other sources within these communications. This policy outlines our policy for selecting items for promotion.

Audience

At the end of 2012, One East Midlands has over 130 members, our general news e-bulletins are circulated to over 1,700 email addresses on a

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fortnightly basis, and our specialist e-bulletins to over 1,900 email addresses each month.

In addition, One East Midlands' website receives approximately 2,500 visitors each month, we have over 800 followers on Twitter and our YouTube channel has had nearly 2,000 views.

These numbers represent a large proportion of the East Midlands VCS, who access One East Midlands communications on a regular basis for reliable, relevant and up-to-date news, policy, jobs and events.

News and Policy

As One East Midlands is an East Midlands-wide network for the VCS, all news and policy items publicised are selected because they are of interest to the majority of members of the VCS from across region. This can include both regional and national news and policy items.

This means that we will not include news or policy items that are targeted at a very specific group, unless they fall under one of our specialist networks (see specialist e-bulletins), are aimed entirely at the private or public sector, or focus on a specific geographical area of county size or smaller.

If the news or policy article is targeted at county level or smaller we recommend you approach your relevant local VCS infrastructure organisation, details of which can be found in our Infrastructure Finder at www.oneeastmidlands.org.uk/infrastructure-finder.

Events

As One East Midlands is an East Midlands-wide network for the VCS, all training and event items publicised are selected because they are of interest to the majority of members of the VCS from across region.

One East Midlands may publicise training and events taking place outside of the region if it is relevant to the region's VCS, but will take price, convenience and geography into consideration when making this decision.

This means that we will not include training and events that are targeted at a very specific group, unless they fall under one of our specialist networks (see specialist e-bulletins), are aimed entirely at the private or public sector, focus on a specific geographical area of county size or smaller or are considered to expensive for the majority of VCS organisations in the region to afford.

If the training or events are targeted at county level or smaller we recommend you approach your relevant local VCS infrastructure organisation, details of which can be found in our Infrastructure Finder at www.oneeastmidlands.org.uk/infrastructure-finder.

Specialist E-bulletins

One East Midlands produces several specialist e-bulletins on a monthly basis for our specialist region-wide VCS networks, which include BME, ERDF, Health & Social Care, Volunteering and the East Midlands Funding Advisors Network.

Content submitted for inclusion in these specialist e-bulletins must be relevant to the specialism and the majority of VCS members in the East Midlands.

Occasionally an item that might be of interest to all or part of one of the specialist networks may be circulated between monthly e-bulletins. This maybe because it contains a short deadline or because it is aimed at a smaller geographical section of the network who are unlikely to receive the information from an alternative source. This is the decision of the network lead and the communications team.

Jobs

One East Midlands is happy to publicise job vacancies for free on our website and through our news e-bulletin for the length of the vacancy if the position is unpaid or if the role is located within one of our member organisations.

Non members will be charged £100 for paid positions and encouraged to become a member of One East Midlands, as our maximum annual membership fees our equal to the price of one job advertisement.

Information on becoming a member of One East Midlands can be found at www.oneeastmidlands.org.uk/membership.

Advertising

One East Midlands is happy for organisations to advertise their services on our website, e-bulletins and other publications, as long as it does not bring our organisation into disrepute and adheres to the following guidelines.

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All advertising requests will be approved by the communications team based on their relevance to the VCS in the East Midlands and that they are not included in any of the following restricted categories:

- Contains provocative images, including nudity, sexual terms and/or images of people in positions or activities that are excessively suggestive or sexual.
- Facilitate or promote offensive, profane, vulgar, obscene or inappropriate language.
- Contain, facilitate or promote defamatory, libelous, slanderous and/or unlawful content.
- Tobacco products
- Ammunition, firearms, paintball guns, BB guns or weapons of any kind
- Gambling, including without limitation any online casino, sports books, bingo or poker
- Scams, illegal activity and/or illegal contests, pyramid schemes or chain letters
- Uncertified pharmaceutical products
- Adult friend finders or dating sites with a sexual emphasis
- Adult toys, videos or other adult products
- Web cams or surveillance equipment
- Web-based non-accredited universities that offer degrees
- Inflammatory religious content
- Politically religious agendas and/or any known associations with hate, criminal and/or terrorist activities
- Hate speech, whether directed at an individual or a group, and whether based upon the race, sex, creed, national origin, religious affiliation, marital status, sexual orientation or language of such individual or group
- Diet products and services
- Cosmetic surgery
- Any advertisements featuring premium-rate phone-lines
- Content that advocates against any organisation, person or group of people, with the exception of candidates running for public office
- Content that depicts a health condition in a derogatory or inflammatory way or misrepresents a health condition in any way
- Any content which could be reasonably considered to discriminate or which encourages others to discriminate against any group on the basis of race, gender, sexual orientation, age, disability, faith, or gender reassignment.

The acceptance of any advertisement does not constitute One East Midlands' endorsement of the advertiser's products or services. An up-to-date list of One East Midlands advertising charges can be found at www.oneeastmidlands.org.uk/advertising.

Case Studies

One East Midlands often produces case studies on VCS organisations in the East Midlands whose work or structure we consider of interest to our members and other VCS organisations. This may come out of a specific call-out for case studies or as a one-off if approached by a VCS organisation we consider of interest.

In order to produce the case study One East Midlands may ask for specific additional information from the organisation, including photographs, logos, quotes etc. However the communications team will have the final decision on what content is included within the actual case study.

Once drafted the case study will be sent to the VCS organisation for approval. The target organisation is welcome to suggest changes to the content of the case study as long as the One EM design style is unaffected. Content of case studies must remain appropriate and informative and not be open to interpretation as an organisational advertisement.

Once the case study is approved, it will be promoted on the One East Midlands website at www.oneeastmidlands.org.uk/case-studies with a PDF forwarded to the VCS organisation to use as they wish.

Member Priority

As a membership organisation, One East Midlands members take priority in all our publicity. In instances where excessive material is provided for e-bulletins and web content, then priority will be given to items relating to or provided by our members.

Information on becoming a member of One East Midlands can be found at www.oneeastmidlands.org.uk/membership.

Social Media

One East Midlands communications team are frequent users of social media, including the One East Midlands Twitter account, which feeds onto our website home page.

Our main use of social media is to promote One East Midlands related items. However we will happily promote your publicity items through social media if they meet the criteria outlined within this policy and you specifically ask us to do so.

Content

One East Midlands may re-word the content of any items we agree to publicise into our own style. We will happily send you a link to the re-worded item on our website for your approval.

One East Midlands communications team checks each item that we promote, including spellings and grammar, links and attachments. However mistakes will occasionally be overlooked.

If you notice a mistake in your item please let the communications team know by email at information@one-em.org.uk and we will aim to amend the mistake at our earliest opportunity. We will then alert you when the item has been updated.

One East Midlands discretion

The final decision on all items promoted by One East Midlands is at the discretion of the communications team and, where a decision at a higher level is appropriate, the Chief Executive of One East Midlands.

If you wish to discuss this decision further please contact the communications team at information@one-em.org.uk.

One East Midlands

One East Midlands is a regional voluntary and community sector infrastructure organisations for the East Midlands. We work to ensure that the voluntary and community sector is actively engaged with key regional bodies and other partners, from across the public, statutory, business and social enterprise sectors. We bring together organisations that support voluntary and community groups across the region to influence and shape policy, improve services and provide a point of contact at a regional level.

Author(s)

Claire Chapman, Information and Membership Officer
Rachel Quinn, Chief Executive