

POLICY AND PROCEDURE

Marketing and Communication Policy



SoLO
Life
Opportunities

38 Walnut Close
Chelmsley Wood
Birmingham
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Charity No. 1102297
England Company No.
5025939

Category: *staff/volunteer/ member/
human resources/safeguarding*

Introduction

Reputation is crucial to the future of SoLO as it affects the Charity's ability to recruit members and staff, and to attract funding to deliver our services. Reputation is influenced by people's contact with the Charity, by what others say about Charity, and by what they see and hear about Charity in various media. Therefore, it is important to positively influence reputation and to limit the risk of damage to that reputation through careful management of the corporate communications of the Charity

Purpose

- help support priorities
- provide a framework for clear communications both within and outside of the organisation
- provide order and control over messaging
- protect against reputational damage
- provide a pro-active approach to communication

Scope

This policy addresses a number of marketing and communications-related activities of the Charity, namely:

- Brand
- Brand Guidelines
- Advertising
- Media liaison
- Recruitment
- Website
- Promotional material, publications and graphic design
- Corporate functions
- Sponsorship

Application of Policy

This policy applies to all staff, volunteers and members of the Charity and its controlled entities.

Definitions

- **Advertising** means paid space or air time in media such as broadcast, online, press, outdoor, publications, etc.
- **Joint venture** means work is carried out by each joint venture partner towards a common end, under a formal agreement. Where work is carried out by the Charity with funding or sponsorship from an external source, this does not constitute a joint venture.
- **Promotional material** includes such items as merchandise, displays, portable signage, printed and electronic publications, etc.
- **Reputation** means how the community perceives the role and operations of the Charity
- **Social media websites** mean social networking websites and interactive web-technologies
- **SoLO brand** means what SoLO stands for, or its promise to the market, represented in images and words.
- **SoLO corporate website** means www.solihullsolo.org
- **SoLO logo** means the logo described and detailed in the Brand Guidelines
- **SoLO name** includes "SoLO Life Opportunities" "SoLO", or other words used by SoLO from time to time to refer to itself.
- **SoLO slogan** means the words "Embracing Disability, Empowering Lives."
- **Web authors** means SoLO approved persons who create and maintain content on the corporate website that is relevant to their areas of responsibility.
- **Web coordinators** means SoLO approved persons who have the delegated responsibility of checking and verifying the accuracy of content submitted by web authors.
- **Website architecture** means the informational navigation structure of the website, as represented in the sitemap.
- **Website content** means words, images, documents and other resources residing in the website content management system.
- **Website development** means programming (coding) activities that repair, maintain or improve functionality and appearance of the website.

SoLO Brand

Elements of the Charity's brand include its corporate (visual) identity, its distinctive character and its market positioning. The brand is promoted through all forms of communication, internally and externally. The brand guidelines are attached as an appendix to the policy and are made available to staff by the Marketing Team.

Brand Guidelines

The way in which SoLO visually presents itself to the public influences the image that people have of the Charity.

The management of Brand Guidelines aims to:

- create a single, consistent and clear visual identity for SoLO
- project the Charity as a reliable and contemporary organisation
- standardise the Charity's visual presentation in a number of applications, thereby increasing efficiency.

The Brand Guidelines includes the SoLO logo, slogan, corporate colours, typefaces and other elements of visual identity. The rules governing Brand Guidelines are collected in the Brand Guidelines which is reviewed and updated annually by the Marketing Team.

Approval of the Brand Guidelines

The Board and CEO approve any major changes to the Brand Guidelines of the Charity that is applied to stationery, signage, uniforms and other corporate or promotional uses. All applications of the SoLO name, logo or slogan, whether produced by SoLO or third parties, must be checked for Brand Guidelines compliance and approved by the CEO, Business Development Manager or Marketing Team. It is not permissible for staff, volunteers, members or external organisations to use the logo for assignments, outside work, or for any other purposes not approved by the Charity.

Internal and joint venture logos

There is only one SoLO logo and slogan. Other logos or slogans must not be developed or used to represent sections within the Charity without the express approval of the CEO and Board.

Special logos shall not be developed or used to represent joint ventures. To brand the joint venture, the name of the joint venture and the recognised and trusted logos of the joint venture partners are used.

Advertising

Marketing and External Engagement manages all aspects of SoLO advertising in all media, except staff recruitment advertising. The CEO and Senior Managers coordinate all staff recruitment advertising in formats approved in advance by the CEO and Board.

Placing advertisements

All advertisements for SoLO are compiled, produced and booked through the CEO and Marketing Team. All advertisements are approved by the CEO, Board, Business

Development Manager and Marketing Team for editorial, brand and legal compliance. The SoLO Charity number is quoted in all printed and digital advertising.

Third-party advertising

Advertisements that are not paid for by SoLO or are partially paid for by SoLO and which carry the SoLO logo, are subject to approval by the CEO, Board and Marketing Team. This requirement should be stipulated in any agreement negotiated with third parties.

Advertising by external parties in SOLO print and online communications

If SoLO allows advertising by external organisations in SoLO print and online communications (for example, publications, website, email) this requires approval by the CEO and Board.

Advertising agency services

SoLO does not use an advertising agency to provide professional advice and creative services for corporate branding campaigns and other key projects. No member of the Charity may engage any advertising agency for any purpose, with the approval of the CEO and Board.

Media liaison

Any liaison with Media is outlined in the Media Policy (attached as an appendix to this policy)

Media access to Charity Premises

Media representatives are not permitted access to Charity premises without express approval from the CEO, Board or Business Development Manager.

SOLO official spokespersons

The CEO and Chair are the principal spokespersons for SoLO on matters of policy and corporate issues, but may delegate this role, depending on the issue.

Media releases

SOLO media releases are issued only by the CEO or Marketing Team ensuring that:

- the content is professionally written in journalistic style
- the Marketing Team is aware of what stories are released as well as the availability of the spokespersons when media make enquiries.

Crisis communication

In the instance of an emergency, the CEO and Chair or a delegated Senior Manager or Board member are the only designated spokespersons

Marketing and Promotional Events

It is important that SoLO maintains positive relationships with commissioners, funders, educational establishments and the local community. Communication and engagement is coordinated by the Marketing Team. Requests for SOLO staff to participate in promotional events or activities, are reported to the Marketing Team to be recorded on the Marketing Plan.

SoLO signing, logos and materials to support events should be sourced through the Marketing Team

It is appropriate for SoLO Staff, Volunteers and Members to represent the Charity at events.

The Marketing Team must be consulted prior to any event and informed of the details of the event and who will be representing the Charity.

Corporate website

The CEO and Marketing Team are responsible for the management and development of the Charity's corporate website.

There is one SoLO corporate website. Other websites must not be developed or used to represent sections within the Charity, without the express approval of the CEO and Board the exception of the Innovation Centre.

Web development and design

All development and design of the corporate website and its content management system is authorised, overseen and approved by the CEO and Marketing Team.

Web architecture and content

All architecture of the corporate website, including links on the homepage, is managed by Marketing and External Engagement with due consideration of national Charity benchmarking, website search trends, and assessment of SoLO website user needs.

Consultation is undertaken as necessary with other areas of the Charity to develop website architecture that meets identified needs. Any links on the Charity homepage are approved by the CEO

All content on the corporate website must be original or a sanctioned SoLO copy, or appropriately acknowledged.

Web authors and co-ordinators

Web authors with approval for updating content are

Kayley Johnston - Volunteering pages

Margaret Sheikh – Children’s pages

Paula Burnham – Adults pages

Deb Jones – Supported Living pages

Lesley Beer – whole website

CEO – blog and whole website

Michelle Bluck – whole website

Leon Deakin – structural design

Content management on external websites

Where areas of SoLO supply information for placement on external websites, they must retain responsibility for accuracy of this content over time. The provision of links to academic program information on the SoLO corporate website is preferred.

SOLO presence on social media websites

Social Media activity is covered under the Social Networking Policy which is attached as an appendix to this policy. Social media website activities undertaken by staff, volunteers or individual members unless authorised are considered to be independent of the Charity.

Joint venture websites

Where a joint venture is established with an external organisation, an external website may be developed but the developer must take responsibility for legislative compliance and regular updating of information. Content on the external website should not simply duplicate information contained on the SoLO corporate website but may link to the SoLO corporate website. The joint venture website may also appear as part of the SoLO corporate website (that is, via the www.solihullsolo.org domain).

Compliance

All SoLO corporate website development, design, architecture and content is subject to compliance with:

- internal guidelines on style, content and quality control
- relevant Charity policies and procedures
- relevant UK legislation (for example privacy, right to information)
- The most relevant World Wide Web Consortium (W3C) accessibility guidelines

- The Business Development Manager and Marketing Team are the contact point for SOLO corporate website compliance queries.

All SoLO Communication is subject to compliance with GDPR and is reflected in SoLO GDPR policy.

Promotional material, publications and graphic design

The Marketing Team coordinates production of all official SoLO promotional materials. All design, production and printing projects are managed by the Business Development Manager and the Marketing Team. No area of the Charity may engage directly with external design studios or printers without prior approval of the CEO or Business Development Manager.

Promotional materials at a corporate level (for example annual reports) are written, designed and printed by the CEO with support from the Marketing Team. For promotional materials at a project level, the internal client has the responsibility for writing, proofing and verifying the accuracy of content submitted for design and production.

Marketing Plans

Each year a Marketing Plan and Marketing Schedule will be produced by the Marketing Team.

Project specific marketing plans are developed by the Marketing team in collaboration with the Senior Manager and Project Manager responsible.