**Standard Operating Procedure (SOP)**

**Communications, Public Relations and Marketing**

**CPM-007-01**

**Purpose**

The purpose of these Standing Operating Procedures (SOPs) is to establish a framework for Out There Exeter (the “charity”), that outlines the charity’s approach to Communications, Public Relations and Marketing.

**Scope**

These SOPs apply to all communications, public relations, and marketing activities undertaken by Out There Exeter. The objective of this SOP is to:

* Ensure that Out There Exeter has a clear and consistent brand identity
* Develop and implement effective communication strategies to achieve goals
* Build and maintain positive relationships with the media and key stakeholders
* Increase awareness of the charity's work and its impact
* Raise funds to support the charity's mission

**Responsibilities**

Trustees are responsible for the overall implementation of this SOP. They should work to support the development and implementation of communication strategies. Other team members dealing with day-to-day activities, are responsible for:

* Writing press releases and other media materials
* Managing the charity's social media accounts
* Developing and implementing content marketing campaigns
* Organising events and campaigns

**Procedures**

1. **Communication Channels**

The charity uses a variety of communication channels to reach its target audiences, including but not exclusive to:

* Website
* Social media
* Email
* Press releases
* Brochures and leaflets
* Events

1. **Brand Guidelines**
   1. Set brand guidelines that must be followed, to provide consistently across all communications channels. These guidelines ensure that the charity's brand is represented in a professional manner.
   2. The charity's brand should be built on the following core values:
   * **Compassion:** caring deeply about the people the charity serves.
   * **Collaboration:** collaborate with others to amplify impact and supportive.
   * **Connection:** strengthen connections within the communities we serve.
   * **Empowerment:** believing in the power of people to make a difference.
   * **Inclusivity:** celebrateLGBTQIA+ culture and foster inclusivity.
   * **Innovation:** look for new and better ways to help people.
   * **Respect:** treat everyone with dignity, respect, and empathy.
   1. The brand elements should be clearly set out in the charity’s brand style sheet, to help the charity’s brand remain consistent and effective.
   2. The brand style sheet should be made up of the following brand elements:
   * Logo
   * Colour Palette
   * Typography
   * Imagery
   * Tone of Voice
   1. When using the charities brand, it is important to include the following into the brand guidelines:
   * **Consistency:** Use the brand elements consistently across all communications channels.
   * **Accuracy:** Make sure that all brand materials are accurate and up to date.
   * **Relevance:** Use the brand in a way that is relevant to the audience and the message.
   * **Respect:** Use the brand in a way that is respectful of the people we serve.
2. **Media Relations**

Build and maintain positive relationships with the media. Team members working on communications, public relations and marketing are responsible for:

* Pitching stories to journalists
* Responding to media inquiries
* Arranging interviews with charity representatives

1. **Social Media Management**
   1. Use social media to connect with the charity’s target audiences, raise awareness of the charity’s work, and drive traffic to the website and event ticketing platforms. Team members working on communications, public relations and marketing are responsible for:

* Developing and implementing a social media strategy
* Creating and sharing engaging content
* Managing the charity's social media accounts
* Monitoring and responding to comments and messages
  1. All employees, volunteers, members and representatives of the charity are expected to follow these general guidelines when using social media at any time, including for personal use:
* Be respectful of others.
* Do not post anything that is offensive, discriminatory, or harassing.
* Do not post anything that is untrue or misleading.
* Do not post anything that is confidential or proprietary.
* Do not post anything that could damage the charity's reputation.
* Be mindful of the charity’s audience.
* Use clear and concise language.
* Use appropriate hashtags.
* Respond to comments and messages in a timely manner.
  1. In addition to (4.2), the charity recommends the following additions to the guidelines for best practice for when using social media platforms:
* **Voice:** Use the charity's social media voice consistently. The charity's social media voice should be friendly, approachable, and informative.
* **Quality:** Use high-quality images and videos to capture attention and tell stories.
* **Hashtags:** Use relevant hashtags to help our audience find our content.
* **Analytics:** Use social media analytics to track progress, to see what's working and what's not.

1. **Marketing**

Use marketing to educate the charity’s target audiences about the work and attract new supporters. Team members working on communications, public relations and marketing are responsible for:

* Developing and implementing a marketing strategy
* Writing blog posts, articles, and other content
* Promoting content through social media and other channels

1. **Events and Campaigns**

Organise events and campaigns to raise awareness of the charity’s work, generate fundraising, and build relationships with key stakeholders. Team members working on communications, public relations and marketing are responsible for:

* Developing and implementing event and campaign strategies
* Creating and managing marketing materials
* Promoting events and campaigns through social media and other channels

**Review and Revision**

This SOP will be reviewed and revised annually to ensure that it remains relevant and effective, or as needed to reflect changes in the charity's strategies or the regulatory environment.

**Compliance**

Failure to comply with this SOP may result in investigation and disciplinary action, up to and including dismissal for employees and termination of volunteer appointments and membership of the charity, and a vote on removal of trustee.

**Version Control**

|  |  |
| --- | --- |
| **Version:** | v1.1 FINAL |
| **Date of approval:** | 01/12/2023 |
| **Date of next review is due:** | 01/12/2023 |