



South Glos Parent Carers Advertising Policy and Accessing Our Community

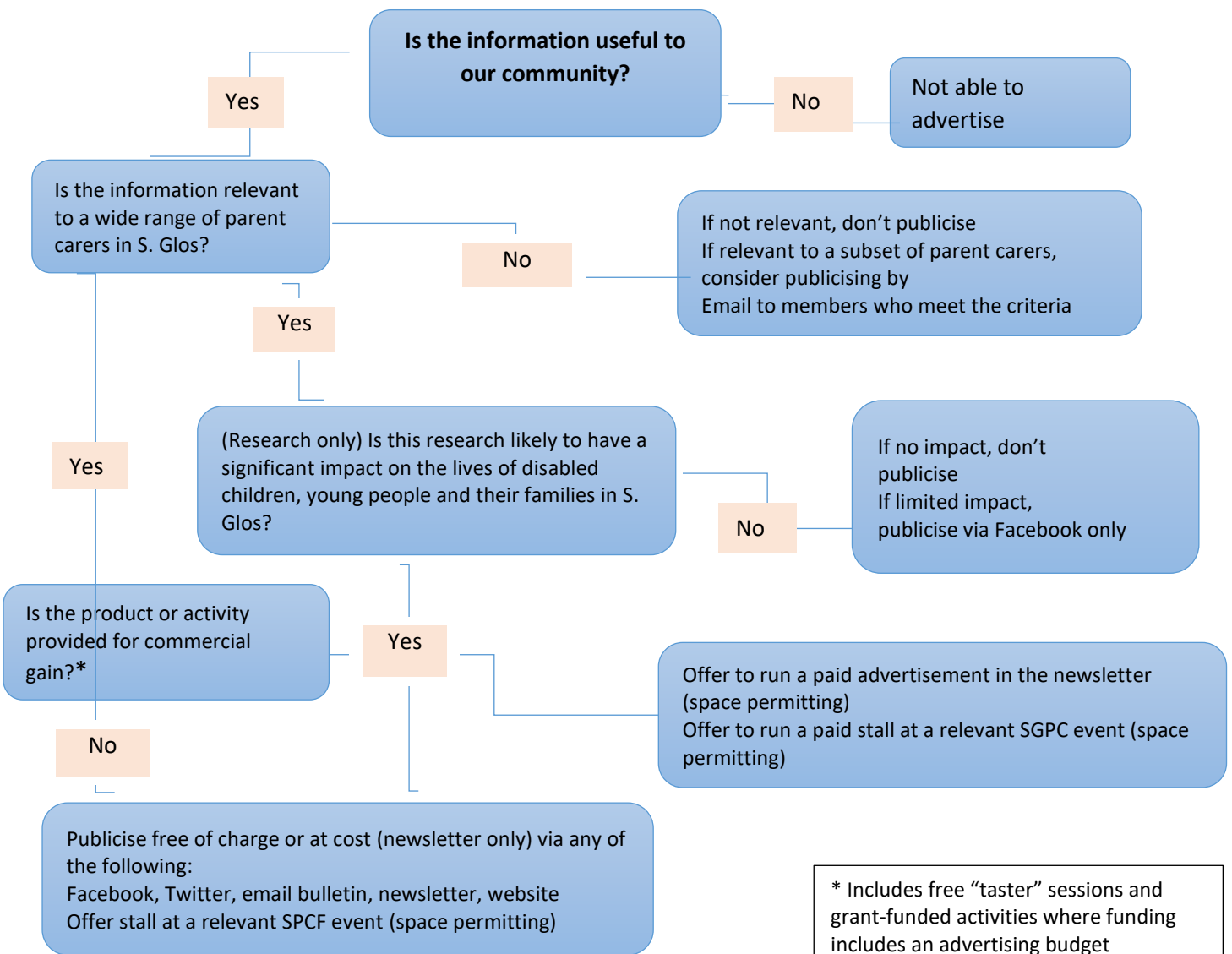
1. STATEMENT OF INTENT

South Glos Parents and Carers (SGPC) is a supportive community for parent carers with children 0-25 with additional needs and disabilities. One of our aims is to inform families to help them navigate their parent carer journey. We provide our members with information that is relevant and useful to them, whilst avoiding information overload.

We help signpost families to different sources of help so that they can approach other organisations. SGPC has a large mailing list that we have worked hard to obtain and we respect our members who have signed up to us. We are frequently approached by individuals and organisations wishing to advertise their products or activities (services, events, consultations, research projects, fundraising, etc.) to our members. SGPC may also solicit information about products and activities from individuals and organisations. This policy sets out how SGPC will decide whether to publicise third-party information.

2. ADVERTISING KEY CONSIDERATIONS

We will consider the following points when deciding whether to publicise third-party information.



* Includes free “taster” sessions and grant-funded activities where funding includes an advertising budget



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3. RESPONDING TO REQUESTS

Requests for publication will be assessed by the SGPC marketing /Comms team in the first instance, using the key considerations outlined in the flow chart. Where a decision is not clear-cut, the team will request guidance from the Leadership Team.

If a decision is made not to publicise third-party information, we will promptly inform the individual or organisation in question and explain the reasons for the decision, referring to this policy.

If a decision is made to publicise the information, SGPC reserves the right to determine the most appropriate medium in which to advertise i.e. (Facebook, Twitter, website, newsletter, email bulletin, or information stall). SGPC further reserves the right to edit the text to make it more parent-friendly and/or to fit the available space. Prior approval will only be sought in the case of paid advertisements.

Please note that SGPC will not be able to circulate information as email attachments but may publish links to third-party webpages.

4. SUPPORT GROUPS

SGPC run several informal support groups. These groups exist because parents can offer peer-to-peer support, increase networking opportunities and is a safe place for families to feel supported. On occasions, we invite other groups, and professionals to visit based on the needs of our families. Our groups will not be used to sell services or therapies or Independent Education Provision. Please refer to how we can help in section 2 under key considerations.

As a group representing vulnerable children and families, other organisations ask us many times to access our groups to seek views.

SGPC runs the Parent Participation Forum in South Gloucestershire please contact us regarding how we can help.

At all of our support groups, we like to coordinate those who visit our groups so that we do not overwhelm our families. If you would like to attend our support groups to promote your service etc. please contact us through our website.

SGPC feel it is essential for parents & carers who attend our support groups to feel safe, secure & respected. We each share responsibility for making our groups work and therefore we have devised Group Rules that we share with our members to ensure everyone feels protected and has agreed on expectations /understanding.

5. REMOVAL OR REJECTION OF ARTICLES/POSTS

SGPC reserves the right to reject, alter or withdraw, without notice, any kind of third-party information (including paid advertisements) entirely at its discretion.

SGPC reserves the right to delete, without notice, posts on its Facebook page /or other social media that it deems inappropriate or irrelevant. SGPC's decision is final.

6. CHARGES

Our costs for adverts in our magazines /resources are displayed below:

£50 full page

£30 half page

£15 quarter page



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Costs include adding adverts into the design, printing and distribution, advertisements will not dominate our publication.

We also can include articles in our resources subject to what families ask of us.

The inclusion of third-party information and/or advertisements in SGPC publications does not imply an endorsement or recommendation, and a disclaimer will be included in each publication.

Staff will log requests for publication and actions taken, and report these to the Leadership Team regularly.

If advertising is approved, we ask for all images to be in jpeg format:

For our main database, a web link will be required to the website that you are advertising.

Also please send your logo.