

LETCHWORTH ARTS AND LEISURE GROUP

PUBLICITY POLICY

Introduction

This policy is intended to guide the Letchworth Arts and Leisure Group (LALG) Committee, Publicity Team and Members when publicising LALG.

The Publicity Team's terms of reference are: to ensure positive and effective publicity for LALG.

The LALG Chairman has final responsibility for all publicity documents and should ensure compliance with this policy.

Purpose of all publicity activities including social media

1. To raise awareness of LALG.
2. To provide a positive, respectable and well-run image of LALG.
3. To show the wide range of activities provided by LALG.
4. To attract and retain members.
5. To publicise any other activities and events that may be of interest to Members.

Newsletter

The newsletter will:

1. Publicise LALG activities and events and raise awareness of successes.
2. Publicise discount suppliers.
3. Publicise linked organisations.
4. Publish advertising in accordance with LALG's Advertising policy.
5. Publish documents such as the annual survey, AGM information and membership renewal form.

Website

The website will:

1. Do all the items listed in the Newsletter section above.
2. Display information about LALG, Committee and AGM minutes, Data Protection, policies and other useful documents.
3. Enable Members and visitors to contact LALG.

Content and Style

All publicity will:

1. Be written in plain and appropriate language.
2. Include the LALG logo if one has been agreed by the Committee.
3. Include a 'strapline' if any has been agreed by the Committee.
4. Not publicise political, religious, commercial or other non LALG related activities.

Review date: September 2022

This policy was approved by the Committee, and signed by the Chairman, at its meeting on 23 September 2019