

Halton SEND Carer's Forum

Advertising policy



Approved by:	HSCF Committee Officers
Approved on	14 March 2022
Review on:	
Next review due on:	March 2025

1. STATEMENT OF INTENT

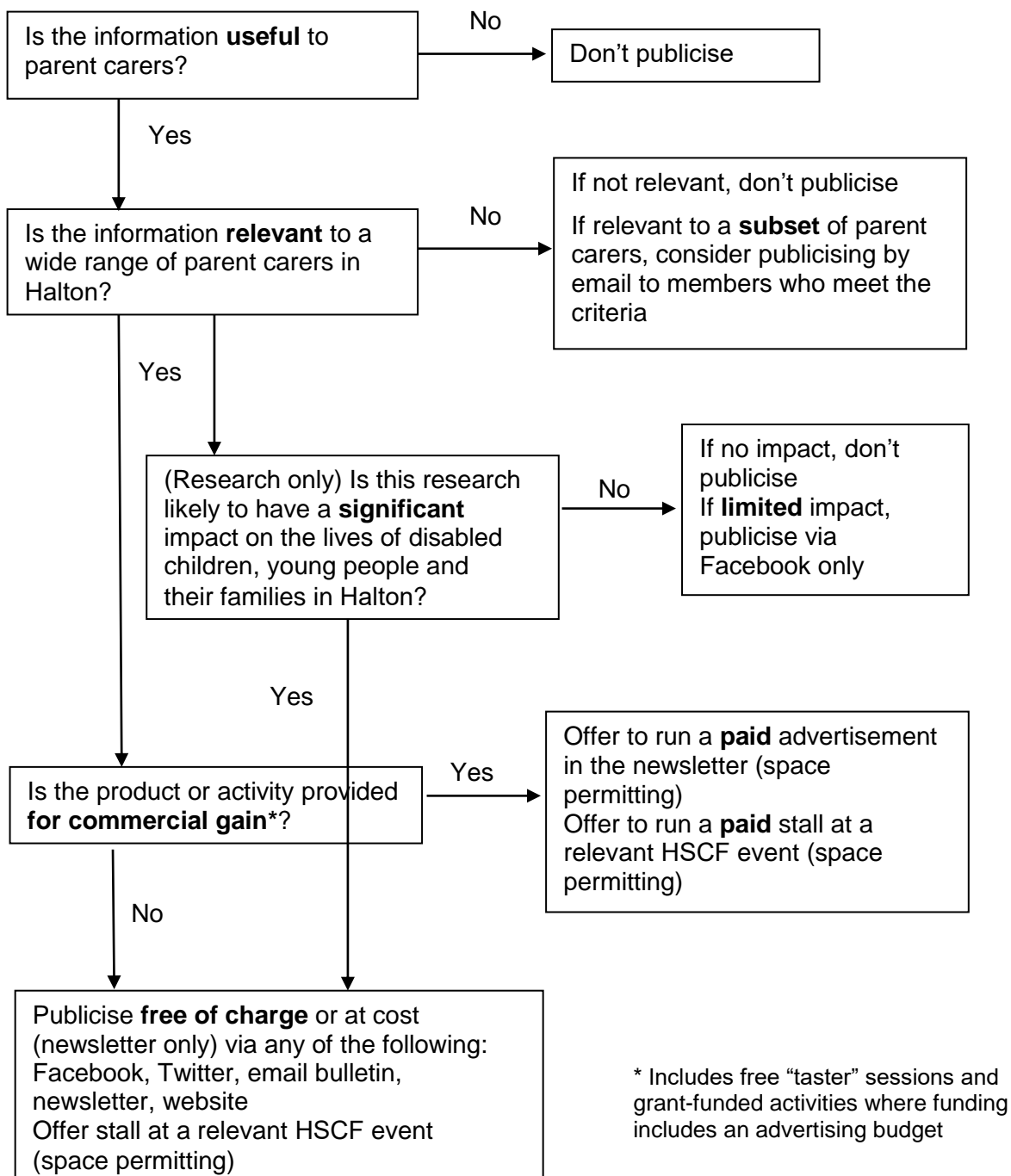
Halton Send Carer's Forum (HSCF) provides information and support to parent carers of children and young people with disabilities and special educational needs, and to professionals who work with those families in Halton.

HSCF aims provide its members with information that is **relevant and useful** to them, whilst **avoiding information overload**.

HSCF has a large mailing list and is frequently approached by individuals and organisations wishing to advertise their products or activities (services, events, consultations, research projects, petitions etc.) to HSCF members. HSCF may also solicit information about products and activities from individuals and organisations. This policy sets out how HSCF will decide whether to publicise third-party information.

2. KEY CONSIDERATIONS

In deciding whether to publicise third-party information, HSCF will consider the following questions:



3. PETITIONS

HSCF may publicise petitions that are relevant to parent carers in Halton. We will NOT publish petitions which are specific to individuals, party-political or which we consider to contain libellous or slanderous statements or incorrect information.

4. AWARENESS EVENTS

We will focus on Carers' Week, as this has a wider remit than disability-specific awareness events.

However, we will share posts about awareness days / weeks on social media if requested. If we are involved in a piece of work around a specific need, we may publicise such events more intensively.

5. RESPONDING TO REQUESTS

Requests for publication will be assessed by HSCF officers in the first instance, using the key considerations outlined above. Where a decision is not clear-cut, officers will request guidance from the Chair.

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

If a decision is made to publicise the information, HSCF reserves the right to determine the most appropriate medium (Facebook, Twitter, website, newsletter, email bulletin, information stall). HSCF 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.

HSCF will not circulate information as email attachments, but may publish links to third-party webpages.

6. OTHER

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

HSCF reserves the right to delete, without notice, posts on its Facebook page which it deems inappropriate or irrelevant.

Paid advertisements must be clearly identified as such, e.g. by labelling them with the word "Advertisement" and separating them from editorial content through the use of design elements. The layout of advertisements will be determined according to editorial requirements.

Newsletter adverts are charged at cost for registered charities, and at £50 profit per page for all other organisations. Costs include design, printing and distribution, and vary according to the size of the print run.

Advertisements should not dominate the publication.

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

Members will log requests for publication and actions taken, and report these to the Committee Meeting on a regular basis.