

# LinkAge Network Members Communications Pack

PART OF THE  
**LinkAge**  
Network



The purpose of this Communications Pack is to provide LinkAge Network members with the information that will allow you to take advantage of the communications benefits offered to members.

## **Benefits of membership**

- Use of the LinkAge Network brand
  - Use of LinkAge Network social media channels
  - LinkAge Network eNewsletters (monthly)
  - LinkAge Network Member eNewsletters (bi-annual)
  - Activities listed and visibility of brand through LinkAge Network's website
  - Purchase your own What's on Guide (subject to additional fee)
  - Access to LinkAge Network activities, events and offers
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- In order to receive email communications from us in the form of:
    - LinkAge Network eNewsletter (monthly)
    - LinkAge Network member eNewsletter (bi-annual)
    - Information on activities, events and offers

LinkAge Network members will need to consent to receive these. The consent form is part of the Membership Agreement. Members can opt out of receiving this information at any time by emailing [unsubscribe@linkagenetwork.org.uk](mailto:unsubscribe@linkagenetwork.org.uk), however members should be aware that opting out may restrict the information we can provide you as a member.

## **Use of the LinkAge Network brand**

As a member of the LinkAge Network, you are able to use the 'Part of the LinkAge Network' logo on any promotional materials that your organisation/community group produces, when advertising opportunities for people aged 55+ in the West of England.

Using the 'Part of the LinkAge Network' logo on your promotional materials is not mandatory.

We have produced Branding Guidelines to support you with using the logo in a professional and consistent visual style. The document includes information on the variations of the logo and correct usage of the logo.



As a member of LinkAge Network, you are responsible for applying these Branding Guidelines correctly to your materials. If you are unsure how to proceed, please contact LinkAge Network's Marketing and Communications Officer (details provided on page 11). If at any time you misapply the branding, LinkAge Network will require you to correct it as soon as possible at your expense.

If at any time LinkAge Network's branding is updated, we will reissue branding guidelines and tools. However, we are mindful of the resource burden this may place on members and so we commit to keeping branding changes to a minimum.

## LinkAge Network social media channels

LinkAge Network offers members the opportunity to promote your organisation, services, activities or opportunities on LinkAge Network's social media channels (Twitter and Facebook).

### LinkAge Network social media channel handles;

 @LinkAgeNetwork

 @LinkAge Network

### How to submit information to LinkAge Network's social media channels;

#### Facebook

1. Members should email the Marketing and Communications Officer with the information that you wish to be promoted on Facebook
2. Information should be sent across in the format of;
  - a. Poster – JPEG, PNG, Word, Publisher or PDF file
  - b. Image/logo and text (recommended maximum word count of 150)

- c. Text (same as above)
  - d. Any applicable links to websites and/or organisations
3. Once you have provided us with information in an acceptable format, we will aim to post it within 3 days.

## **Twitter**

1. Members should email the Marketing and Communications Officer with the information that you wish to be promoted on Twitter
2. Information should be sent across in the format of;
  - a. Poster – JPEG, PNG, Word, Publisher or PDF file
  - b. Image/logo and text (maximum of 280 characters)
  - c. Text (same as above)
  - d. Any applicable links to websites and/or organisations
3. Once you have provided us with information in an acceptable format, we will aim to post it within 3 days.

LinkAge Network want to encourage all its members to take advantage of the different social media platforms available and we understand some members will be more social media savvy than others. Where this is the case, LinkAge Network will endeavour to provide support to those members who are less social media savvy; at times this may mean this cohort of members may be prioritised over others.

LinkAge Network will also monitor all entries for the social media channels and will immediately remove any entry it deems as inappropriate.

## **LinkAge Network eNewsletters**

### **Monthly eNewsletter**

LinkAge Network's monthly eNewsletter is sent out to older people, professionals and organisations across the West of England to share information on events, activities and projects that might be of interest to them.

The following types of information are accepted for our eNewsletter;

- Project information e.g. new project is starting, update about changes in a project, project needs a push for attendances
- Activities/events e.g. upcoming Wellbeing Day, activity has low numbers so needs a push, new activity starting
- Volunteering opportunities

· Job opportunities

The information and detail that is required to be added to our eNewsletter must be drafted and organised by your organisation/group and should be relevant to people aged 55+ across the West of England.

The following formats are accepted for eNewsletters;

Article	<ul style="list-style-type: none"><li>• Please supply text in the format of heading, subheading, main body text and contact details.</li><li>• There isn't a maximum word count, however we would recommend around x300 words.</li><li>• Please also supply any relevant images or logos.</li><li>• Articles should be proofread prior to being sent to LinkAge Network. Where possible we will also proofread the document prior to it being included in the eNewsletter.</li></ul>
Posters	<ul style="list-style-type: none"><li>• Any posters supplied will have information extracted from them to be included in the eNewsletter. If you would prefer to supply text, then please send this across with the posters.</li><li>• Posters will also automatically be used to promote any projects/activities/events on social media.</li></ul>

### **Network Members eNewsletter**

LinkAge Network produces a bi-annual eNewsletter in January and July, to update members on relevant information such as upcoming network events and other opportunities.

LinkAge Network aims to include a spotlight article on a member in each edition of the eNewsletter. LinkAge Network will contact members for this information and will outline

any formats, themes and word counts that the member needs to be made aware of for the article.

## LinkAge Network website

**Website URL:** [www.linkagenetwork.org.uk](http://www.linkagenetwork.org.uk)

Membership of the LinkAge Network entitles you to use LinkAge Network's website in the following ways;

Area of LinkAge Network website	How you can use it
Members area	Access information on latest members offers, network events and being a member. You can also amend your activities and events listings and access LinkAge Network's database (subject to additional fee)
What's on in your area	Promote the activities and events that you organise for people aged 55+ in the West of England
Volunteering opportunities	Promote any volunteering opportunities that you organise that are relevant to people aged 55+ in the West of England
News	Promote your activities, events, services, opportunities and organisation

### Members area

When you become a member of the LinkAge Network, you will be assigned with a unique login to access the members area of LinkAge Network's website.

As mentioned above, this section of the website will allow you to access all relevant information that is unique to Network members.

### How to use the Members area

Creating your organisation;

1. Click on the 'Login' tab on the home page of [www.linkagenetwork.org.uk](http://www.linkagenetwork.org.uk)

2. Enter your username and password, click 'Log In'
3. Once logged in you will be asked 'Please create your organisation to begin using the member's area:'. click 'Create your organisation' (*If this does not appear, this is because LinkAge Network has already got your organisations activity listings on the website and so has assigned your organisation to these. Please skip this step and go to the step 'Edit your organisation'*)
4. Please now add the relevant information for your organisation
5. Once completed, this information will be sent across to LinkAge Network's Marketing and Communications Officer for approval. Once approved, you will receive an email notification asking you to log back in to check your details

Edit your organisation;

1. To edit your organisation, go to the 'Members area' of the website and click on 'Edit your Organisation'
2. Here you can edit information such as your organisation name, website URL and email
3. Once the updated information has been inputted click on 'Update your organisation'

Edit your account;

1. To make changes to information such as your email address and password, click on 'Edit your account' on the 'Members area'
2. Once you have inputted the amended information click on 'Submit'

If you change your password we would recommend using this guidance on creating strong passwords:

- Do not use obvious words like your name, your town, organisation or date of birth
- Don't pick a short password – suggest a minimum of 8 characters
- Ensure that you use a variety of letters, numbers, symbols, spaces and capital letters

Avoid using the same password everywhere. If someone gets hold of your password, they may be able to gain access to other systems/accounts.

Adding activity/event listings;

1. Click on the 'Add an activity' tab on the 'Members area' page
2. Input data into the required fields (*please note that information for this listing will not be saved unless you click 'Create event'*)

3. Once you click 'Create event', this information will be sent to LinkAge Network's Marketing and Communications Officer for approval. Once approved, this information will appear under the 'Manage my activities, events & groups' section of the 'Members area'

Edit activity/event listings;

1. Under 'Manage my activities, events & groups' click on the 'Edit' button next to the activity/event you wish to make a change to
2. Amend the information you wish to change on the activity/event listings and then click 'Create event'

Delete activity/event listings;

1. To delete an event/activity listing, click on the 'Delete' button under 'Manage my activities, events & groups'

## **What's on in your area**

This section of LinkAge Network's website highlights all of the activities and events that members and non-members organise for people aged 55+ across the West of England.

If you wish to add an activity/event to this section of the website, you should refer to the 'How to use the members area' section of this document.

## **Volunteering opportunities**

The 'Volunteering opportunities' section of LinkAge Network's website, is a unique area where only members can advertise current volunteer vacancies that are relevant to supporting people aged 55+ in the West of England.

These volunteering opportunities can be for people aged 55+, or for people to volunteer to support a service for people aged 55+ e.g. a Befriender supporting an older person or an older person volunteering at an activity

If a member wishes to promote a volunteering opportunity on LinkAge Network's website they should contact the Marketing, Communications and Support Officer.

Information should be sent by email to the Marketing and Communications Officer in the following format;



- Heading
- Subheading
- Main body text (maximum of 400 words)
- Any relevant images and/or logos
- Ensure you include key information and dates e.g. who to contact for more information, closing date, start date etc.

Volunteering opportunities will automatically be included in LinkAge Network’s upcoming eNewsletter, unless the vacancy deadline has already passed.

## News

The ‘News’ section of LinkAge Network’s website highlights information on topics such as projects, activities/events and opportunities for people aged 55+ across the West of England, that are provided by LinkAge Network and members.

If a member wishes to submit an article for the ‘News’ section of the website, they should submit this to the Marketing, Communications and Support Officer in the formats below;

Article	<ul style="list-style-type: none"> <li>• Please supply text in the format of heading, subheading, main body text and contact details.</li> <li>• There isn’t a maximum word count, however we would recommend around x300 words.</li> <li>• Please also supply any relevant images or logos.</li> <li>• Articles should be proofread prior to being sent to LinkAge Network. Where possible we will also proofread the document prior to it being included on our website.</li> </ul>
Posters	<ul style="list-style-type: none"> <li>• Any posters supplied will have information extracted from them to be included on our website. If you would prefer to supply text, then please send this across with the posters.</li> </ul>

	<ul style="list-style-type: none"> <li>• Posters will also be used to promote any projects/activities/events on social media.</li> </ul>
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Members should note that articles submitted for the website are automatically included in LinkAge Network’s monthly eNewsletter, unless the date of this event/opportunity has already passed.

## What’s on Guides

What’s on Guides are produced by the LinkAge Network in partnership with organisations, to promote activities that are available to people aged 55+ across the West of England.

LinkAge Network produces Guides on a bi-annual basis. Currently the Guide production schedules are as below;

<b>Guide edition</b>	<b>Guide production begins</b>	<b>Guide delivered</b>
Spring – Summer 2019	first week in December	third week in February
Autumn – Winter 2019/20	first week in June	third week in August

As a member of LinkAge Network, organisations and community groups are able to purchase their own What’s on Guides at a reduced rate.

### Rates for members - 2018

	X1,000 Guides	X2,000 Guides
20 Pages	£261	£352
24 Pages	£362	£494

Guides include x5 full page advertisements which cover a portion of the production and print costs of Guides, and allows LinkAge Network to discount rates for members and non-members.

Rates for the production of a Guide are reviewed on an annual basis. If you are interested in finding out more about purchasing a What’s on Guide, then please contact LinkAge Network’s Marketing and Communications Officer.

## Contact the Marketing, Communications and Support Officer

The LinkAge Network's Marketing, Communications and Support Officer contact details are:

Marketing, Communications and Support Officer

LinkAge Network

The Park Centre, Daventry Road

Knowle,

Bristol,

BS4 1DQ

Tel: 0117 353 3042

Email: [hannahsomers@linkagenetwork.org.uk](mailto:hannahsomers@linkagenetwork.org.uk)

