

# Sheffield Parent Carer Forum

## Advertising policy



Approved by:	SPCF Management Committee
Approved on	16 October 2015
Reviewed on:	
Next review due on:	

## 1. STATEMENT OF INTENT

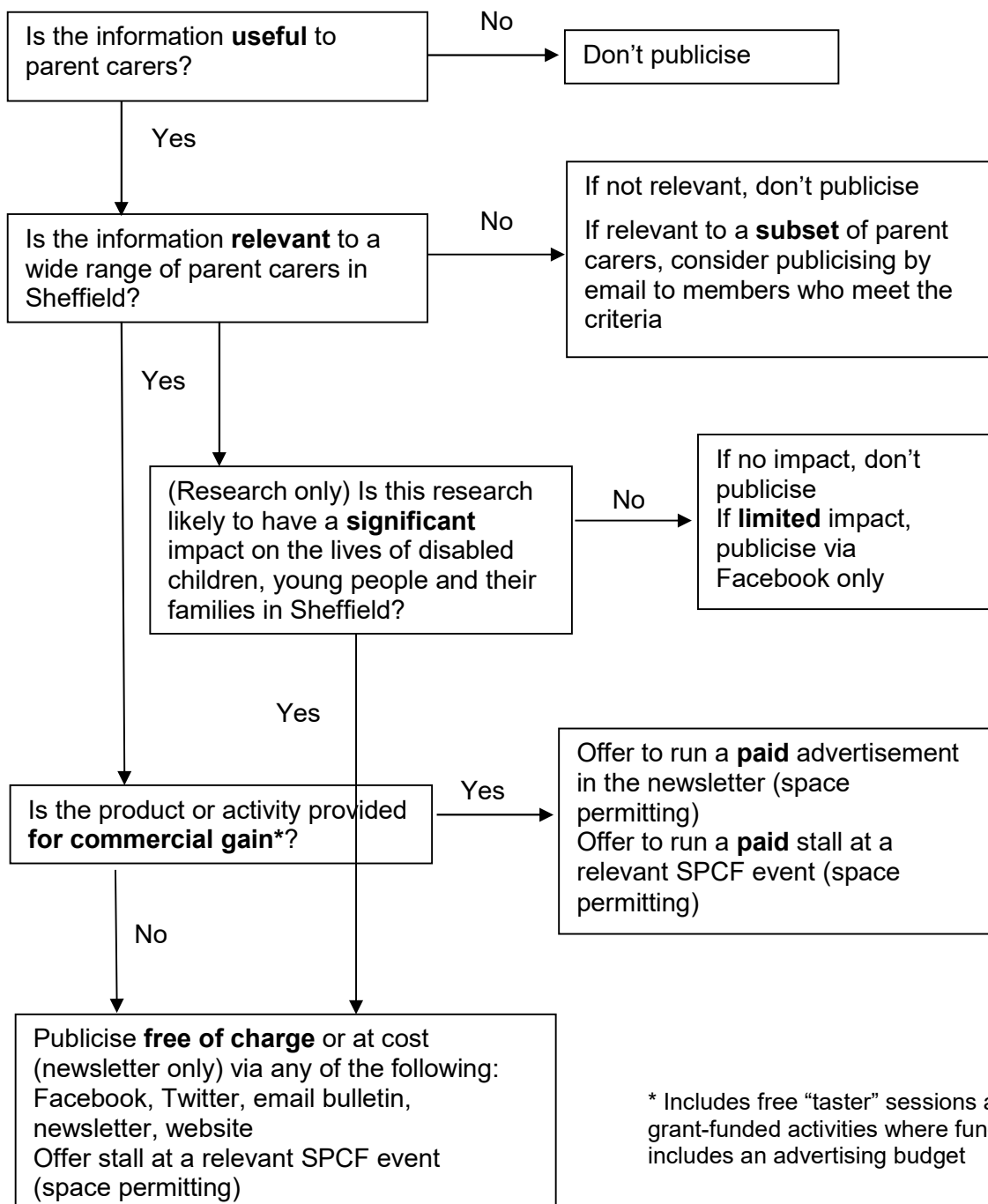
Sheffield Parent Carer Forum (SPCF) provides information and support to parent carers of children and young people with disabilities and special educational needs, and to professionals who work with those families in Sheffield.

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

SPCF 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 etc.) to SPCF members. SPCF may also solicit information about products and activities from individuals and organisations. This policy sets out how SPCF will decide whether to publicise third-party information.

## 2. KEY CONSIDERATIONS

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



### 3. RESPONDING TO REQUESTS

Requests for publication will be assessed by SPCF staff in the first instance, using the key considerations outlined above. Where a decision is not clear-cut, staff will request guidance from the Co-Chair for Staffing, Governance and Finance.

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, SPCF reserves the right to determine the most appropriate medium (Facebook, Twitter, website, newsletter, email bulletin, information stall). SPCF 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.

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

### 4. OTHER

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

SPCF 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 SPCF's 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 Management Committee on a regular basis.