

Family Friendly UK Marketing Guide

Once accredited as a member of Family Friendly UK, you are entitled to use the 'Family Friendly Accredited Member' logo and materials to promote your award.

We have suggested some of the ways that you can tell families that you are a Family Friendly UK organisation. These are not exhaustive lists and we love to see creative ideas for how you communicate with families!

How to raise awareness with customers and service users:

- 1) Website – put the Family Friendly UK Accredited Member logo on external websites with links through to your profile page on www.familyfriendlyuk.org
- 2) Promotional materials – add Family Friendly UK logo to brochures and stationery
- 3) Premises – display the Family Friendly UK logo throughout your premises that engage customers such as welcome/reception areas, toilets, lift etc.
- 4) Products – place Family Friendly UK logo on your product packaging
- 5) Social Media – raise awareness by linking to Family Friendly campaigns and competition via Facebook, Twitter and other social media platforms. Let us know what you're doing and we can share it to our audiences too. Suggested tweets:
 - a. 'We are happy to be a #familyfriendlyuk accredited member working with @famchildtrust'
 - b. '#familyfriendlyuk accredited members are improving the experiences of families'.

How to raise awareness with employees:

- 1) Intranet - Family Friendly UK logo on internal website with link through to your profile page on the www.familyfriendlyuk.org website asking employees for feedback.
- 2) Surveys – engage with your employees and raise awareness of your membership through the Family Friendly UK employee surveys. This will have a dual purpose of helping you identify areas for improvement as well as raise awareness of your membership to the scheme.
- 3) Premises – display the Family Friendly UK logo in areas where employees frequent regularly such as canteens, toilets, hallways, noticeboards
- 4) Inductions – include your Family Friendly UK membership achievements and ongoing company aspirations for employees as part of new staff inductions.
- 5) Management – engage with all senior members of staff and agree the company's aspirations to becoming more family friendly so that they can reiterate messages to members of their teams and to integrate as part of the appraisal process.

Pack

You can use any of the materials in the Accreditation pack. This includes:

- Your certificate of Accreditation
- Family Friendly UK Accredited member logo: these are available as JPEG, PNG and EPS files
- Accredited member poster
- Accredited member stickers

Profile page (accredited)

Now that you have passed the Family Friendly Accreditation, you will be promoted as an Accredited member on our website. You will need to complete a profile page which will draw on the data that you included in your Accreditation submission. You will also have the Accredited Member badge added to your profile picture.

The sections of the profile page are:

- *Who are we?* An introduction to your organisation
- *How are we Family Friendly?* An overview of the services that your organisation offers families, as employees and customers
- *What are we doing now?* Upcoming events or initiatives that will be of interest to families
- Contact details

Profile page (non-accredited)

As an existing Family Friendly member, you are entitled to use a placeholder profile page. The page contains the following section:

- *Who are we?* An introduction to your organisation
- *How are we Family Friendly?* An overview of the services that your organisation offers families, as employees and customers
- *What are we doing now?* Upcoming events or initiatives that will be of interest to families. This must include the line 'working towards the Family Friendly Accreditation'.
- Contact details