

Support from the RCN North West Communications Team

Events:

If you have a branch meeting, or a training and development event coming up, the regional communications team can help you promote it in a number of ways, where applicable:

- We can send a bulk email to all branch members
- We can post on the RCN North West Facebook, Instagram and Twitter pages
- We can create an event listing on the RCN North West website
- You can create a poster using the online POD tool (more info below). This creates a PDF file which you can print out and post in workplaces. If you send us the PDF file, we can convert it into a jpeg (an image file) and share on our social media accounts. This can be done via this link: <https://docs.zone/pdf-to-jpg>

Please let us know, if possible, **at least four weeks before your event**, as we need plenty of time to create and send the bulk email. This timeframe also gives members an opportunity to book time off work to attend the event, if necessary.

What information do we need?

We need to know the name of the event, the exact location and time, and any details about how to book.

Branch social media accounts:

You might want to set up your own branch Twitter and Facebook page, which you will need to manage on a local level by someone in your branch – if you need any help setting up these accounts, we can offer support – please email victoria.jayne@rcn.org.uk for more information.

Twitter and Facebook are perfect platforms for posting details of forthcoming meetings and events, and sharing or retweeting posts from the RCN national account and RCN North West accounts. The most effective way to use Twitter and Facebook is to post often, and to regularly increase the number of accounts you follow.

If you do set up your own branch accounts, please log your passwords with victoria.jayne@rcn.org.uk and always tag @RCNNorthWest in any Twitter post.

MCC (Member Communications Centre):

Some of your branch executive committee have access to the MCC. This is a way to communicate directly with members – you can send your own information this way. If you'd like the communications team to look at your newsletter before it's distributed, we're happy to help; you can email it to victoria.jayne@rcn.org.uk



Posters:

These can be produced in the POD
(Print on Demand):

The RCN POD has been developed to help Reps design RCN-branded posters, flyers and leaflets. You can choose from a range of colours, photographs and other design elements, select regional logos and be in control of your own copy, all while maintaining the RCN brand.

It is very easy to use; just select the type of product you wish to design and go through the steps, filling in the fields or selecting from the options provided. Importantly, you should continue to use your existing sign-off process for materials generated on the POD. Once you're happy with the poster, you can then download it to your computer, rename and print it.

Creating products and downloading PDFs is free. You can print them in your workplace (if permitted) or you can contact your local Communications team who may be able to print out small numbers of posters.

If you choose to print via the portal, costs have been agreed with the RCN and, especially for larger print runs, provide good value for money. Should you choose this option, the HQ communications team will consolidate charges on a monthly basis and re-charge to your cost centre.

To use the posters on social media, the PDF document will need to be converted into a jpg file (an image file). This can be done via this link: <https://docs.zone/pdf-to-jpg>

To become a user, please email victoria.jayne@rcn.org.uk and we'll arrange for an account to be set up in your name.

Managing the media:

We have a guide to managing media enquiries – please email victoria.jayne@rcn.org.uk for a copy.

Case studies:

We regularly get requests from the media for nurses and healthcare professionals who are willing to be interviewed on the issue of the day. The topics are varied and the requests are often last minute, and could be from a newspaper, radio station or TV broadcaster. We're keen to support this sort of media engagement as long as it meets the RCN's requirements and doesn't compromise the professional or personal status of the member in any way.

If you come across anyone who you think would like to put their name on a 'holding list' for future media opportunities, please send their name, email address and phone number to victoria.jayne@rcn.org.uk

