Leeds Migration Partnership Communication Strategy 2019

***Communication Objectives***

It is essential that all of LMP’s communications support LMP’s aims and demonstrates its guiding principles at all times.

**Aim of LMP**

LMP exists “to help make Leeds a welcoming and supportive place for migrants – bringing together individuals, groups and organisations to meet, think and share information, and ensuring that the voices of Migrants are heard and influence the people in charge.”

**Aim of LMP Comms Group**

More specifically, the aim of the communications group is “to create a website for sharing information on local migration issues, where anyone can share information, and which is available to everyone who wants it either online or as a newsletter”.

The Guiding principles of LMP are

* Collaboration and Partnership
* Equity and Inclusivity
* Consensus
* Transparency

The communication methods LMP deploys

* Website
* Twitter
* Weekly newsletters
* Meeting reminders
* Reports of meetings
* Media inquiries
* Internal comms

**The Strategy**

Describes each of the **methods** used by LMP to communicate, the intended **audience** for each of these methods**,** the kind of **content** or things being communicated**,** followed by who has **responsibility** for doing this and how **frequently** they will do this.

The intention is to help members to understand what to expect, and to help them participate more effectively.

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| **Method** | **Audience** | **Content** | **Responsibility** | **Frequency** | **Other notes** |
| Website | Members  Public | Information about issues of migration in Leeds | **LMP Comms volunteers**  LMP members | Daily | * General guidance on website * [migrationpartnership.org.uk/upload/](https://migrationpartnership.org.uk/upload/) * Events follow [events guidance](https://migrationpartnership.org.uk/guidance-for-posting-events-on-the-lmp-blog/) * Jobs follow [jobs guidance](https://migrationpartnership.org.uk/guidance-for-posting-jobs-on-the-lmp-blog/) * Generally tries to publish content members are unlikely to find elsewhere (on national blogs) - with exceptions including * Quarterly asylum stats * Major pieces of research   LMP volunteers may post content, but will actively encourage others to post for themselves  Potentially controversial content or material that is not covered in the general guidance will usually discussed before a decision to post (or not) is made.  Uploaded articles can and should be edited to bring them in line with guidance  Where possible documents mentioned in posts are embedded using Google Docs reader  Original websites and sources of info should be included where possible  Where issues have previous been covered please link back to these articles.  Weekly “resource of the week” need not be strictly migration or Leeds related – and may relate to more general third sector issues of funding, good practice, governance, training etc . |
| Weekly Newsletter | Members | Digest of blog posts | **LMP Comms Volunteers** | Weekly | Emailed via Mailchimp, first thing on Mondays using content scraped from LMP Blog. |
| Meeting reminders | Members | Reminders of meetings | **LMP Comms Volunteers** | ongoing | Emailed via Mailchimp, 2 weeks then 1 week in advance of each meeting using agreed templates |
| **Method** | **Audience** | **Content** | **Responsibility** | **Frequency** | **Other notes** |
| Twitter – @leedsmigration | Members  Public  Influencers | Mirrors content on main site  Additional RTs, usually of members | **LMP Comms Volunteers**  Members | ongoing | Duplications and RTs on here are fine  Always encourage orgs whose info we repost to upload to LMP Blog directly  Always try and include a picture |
| Reports of meetings | Members | Raising profile with potential funders | **Strategy Group Members**  **LMP Comms Volunteers** | ongoing |  |
| Media | Public  Members | News stories relating to the work of LMP | **Members** | As required | Only respond the stories involving Migrants and ASRs in Leeds when appropriate  Be aware of all members interests when briefing press, or giving interviews  Generally, speak in the voice of your org, not that of LMP unless a meeting of LMP have agreed this is advance |
| Internal Comms | Members | Honest and consistent comms about all issues relating to the organisation | **Members** | Monthly | Emails and meetings |