



BAPEN PUBLICATIONS PROCESS POLICY

1. Introduction

The communications team love to share all the events going on in BAPEN and its core groups and standing committees. However, we can only do this based on what we are informed about, so please do keep letting us know what you have planned or have been involved in or are launching so we can help to share through the BAPEN communications channels.

Here is a small guide to help us ensure your events, announcements, achievements and news get the most amplification possible.

2. The Protocol

- 2.1. Please **get in touch with us in advance** if you would like us to communicate about something specific bapen@mandfhealth.com. Ideally, you would contact us two weeks before something 'goes live' to give us time to schedule support on social media and on the website. If you think your story is media worthy, or if you need social media support to drum up interest in e.g. a study day, please let us know earlier.

2.2. Include the following information:

- a. A brief description about what the 'news' is.
- b. Specify whether you would like this to be shared in newsletter, social media and/or the website (please tell us if you have already done any of this, e.g. written an article for the website or posted on social).
- c. A brief description of the 'key messages' you would like to get across.
- d. Any links you would like to include.
- e. Any images or social media materials you would like to include.

If you would like us to make some materials for you to help with promoting your 'news', such as social media cards, please can you give us guidelines for creating these and we can usually do that if time and budget constraints allow.

e.g. "I need a social media card which contains an image of a patient with a nasogastric tube saying 'XXX'"

If you are unsure...

Many of you may not know the answer to some of the above e.g. "This important event/publication is coming up, but I don't have the bandwidth to work out 'key messages'. If this is the case, just give us some background information, and we can create the messaging we think will get the most engagement, always sharing with you to comment and approve before we communicate externally.

Understanding Limitations and Opportunities

We have a small budget for communications and need to make the best use of it throughout the year. Therefore, we will support you in the best way we can to support a news story or event. However, we are ALWAYS looking for interesting things to promote to keep our members and the wider community interested, so even if we cannot produce a multi-channel media campaign, we can usually do something creative on social media. Therefore, whether it is a publication, a meeting, a webinar, or a website or resource refresh, please give us the opportunity to help you get the news out.

The form

We have created a form for you to complete (should take about 5 minutes), which lays out all the information you need to give us. You may find it easiest when making a request to simply fill out this form and send it over to bapen@mandfhealth.com

Date of Policy: March 2025

Date of Review: March 2027



Five Minute Communications Request Form

(Please just leave blank anything you don't know or are not sure of)

Description of item (including links to fuller explanation if necessary)	
Key messages	
Shared in newsletter, social media and/or website (please state preferences)	
Live date (or any information about other relevant dates)	
Links to be included (optional) or social media tags (optional)	
Images or social media materials (optional)	Attach to email if preferred
Guidelines for materials needing development (optional)	<i>e.g. "I need a social media card which contains an image of a patient with a nasogastric tube saying 'XXX'"</i>