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**Joint Marketing and Social Media Guidelines for Hub Partnership Members**

We are keen that The Music Partnership takes a joined-up approach to our marketing activity. We have worked to create a stronger and more effective Hub brand, building on the strong foundations that had been laid. We are developing our fundraising activity and our marketing to raise profile and awareness of what the Hub achieves by working together.

We would appreciate it if the following considerations can be made so that there is a consistent marketing message for Hub funded activity.

**Websites**

**The Music Partnership has a new website found at www.themusicpartnership.org.uk.**

All partners should, if possible, create a page on their website to explain their Hub membership(s) with a link to an explanation of the project that they are involved with. The Hub logo should be featured on this page and there will be a link to the main Hub website.

If applicable each Music Partner should update their project page each year to talk more fully about what each partner contributes to the overall work of the Hub and how the Hub funding enables a greater reach of work in the region.

**Social Media**

We have created social media platforms for the partnership so that we are maximising cross marketing of events and news.

Twitter – The Music Partnership @TMPartnership

Facebook – The Music Partnership @TMPartnership

As part of this we are asking all members to take this into account when thinking about their own website and social media presence as well as the marketing that might surround these Hub community projects.

The Hub will, from the launch of the new site and brand at the Music Summit 2019, ensure that the social media channels of all partners and of other relevant accounts are followed and their broader messages are re-posted.

Each partner should undertake to include the Hub handles in their posts to enable this process to be simple and that they will also re-post relevant Hub stories through their own channels.

**Press**

The Hub is working to create a more relevant and up-to-date industry press list and contacts. As part of this we will be both generating Hub press stories and also sharing the press stories of Partners. Where possible we would appreciate if these stories could also be shared with the press lists of Hub partners so that the stories are more widely seen.

**Distribution of Information via email/internal publications**

Where possible, and subject to Data Protection and Safeguarding regulations, Partners should send the Hub Communications out to their own email lists to encourage the wider sharing of stories about the Hub and general increase in knowledge about Hub work.

**Regular Newsletter distribution**

The Hub will increase the number of digital newsletters that are sent and will ensure that the message is targeted to the audience. We will contact partners regularly to make sure that all their opportunities are communicated effectively and their project work is promoted effectively.

If there are any new opportunities or channels that we can use please do contact me on sameavesmarketing@gmail.com.