

## **Gloucestershire County Council's HAF Communications Guide**

This guide should help shape your planned HAF communications this Spring delivery. This information has been pulled from guidance from the Department for Education (DfE) as well as feedback and experiences from previous HAF deliveries.

### **Digital Communications**

As a provider, your communications will naturally focus on promoting your HAF activity offer on any social media channels you may have.

Please make sure to include either an image or video with all social media posts. If you are using images with people in that you or your organisation has captured, please ensure you have appropriate consent, especially if there are children in the imagery.

Things you could post about:

- Initial communications advertising that you will be participating in HAF
- Introducing to your audience what activities you will be hosting
- Giving any sneak peaks in the lead up to the delivery to create some excitement
- Advertising that there are places still available to sign up
- Answering FAQs about your HAF provision
- Sharing/retweeting any HAF related posts from your local district lead and/or GCC social media

With every original post, we recommend tagging your District Lead's social media and Gloucestershire County Council's social media on the relevant platform you are posting on. This will allow them to share/retweet your post to their own audiences to expand reach; especially if you are advertising places towards the end of the sign-up period.

You can find us on Twitter: @GlosCC; [Facebook](#): and Instagram: @gloucestershireCC.

The DfE have also requested they be tagged in any HAF-related social media posts across the following channels:

Twitter- @educationgovuk; Facebook- @educationgovuk; Instagram- educationgovuk

**You should also be using the hashtag #HAF2022 in all of your posts.**

### **Messaging: How to communicate HAF**

We encourage you to:

- Use messaging and imagery that conveys the wider wellbeing benefits of young people's participation in HAF, i.e. fun activities, socialising with friends, building confidence.
- Include images of younger and older children to indicate that it is for all children, not just younger children.
- Use imagery and messaging to position HAF as a community wide initiative that entire households and families may benefit from/ participate in, along with their child/children.

### **Creating Accessible content**

Organisations now have an increased requirement to create [accessible web materials](#). To ensure materials are accessible, we have some design recommendations:

- Use easy-to-read fonts such as Arial or Helvetica
- Text and backgrounds must have a suitable colour contrast ratio of at least 4.5:1 – you can use <https://webaim.org/resources/contrastchecker/> to check
- No or minimal text on images – information should be provided in web or social media post copy
- ALT text – please use ALT text whenever possible for those with accessibility needs

### **Logos**

If you plan on producing any designed communications such as a poster or leaflet, you will need to include the DfE logo and the GCC logo:



If you require an official logo variation you may find these online in a google search.

Your district lead may also request that their logo should be included. Get in contact with them to make sure you have the correct one to use.

If you have any further queries or concerns around your communications, you can get in contact at [paige.harris@gloucestershire.gov.uk](mailto:paige.harris@gloucestershire.gov.uk)