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**Artsmark Communication Toolkit for Schools**

**Congratulations on becoming an Artsmark School!**

Being an Artsmark School presents a fantastic opportunity to promote your school and so we have set out some ideas for using the arts to engage prospective pupils, parents and staff as well as the wider community.

The materials and ideas are just guidelines and you should feel free to use them in whichever way best suits your school.

**Publicising becoming an Artsmark School**

To mark your school becoming an Artsmark School, you may wish to send out a press release to your local press and upload it on to your website. Below is a draft template for you to use. All you need to do is fill in the gaps in the press release (which are indicated in ***bold italics***) and then e-mail it to the News Desks of your local newspapers. If you have any high-quality photos or images of a performance or art display, it might be worth sending one or two as this will make it more likely that the story will be picked up.

Regional media are always keen to receive 'good news' local stories and you may want to invite them and / or they may want to come down to the school to take some pictures or to film/record a performance, so don't forget to include a contact name and number at the bottom of the press release.

If appropriate, you may want to upload the press release on to the school website and tweet about it. When you tweet, use the handle @ArtsmarkAward so the Arts Council can retweet it and help to share your story. You could tweet along the lines of:

* Officially recognised for making the arts come alive @ArtsmarkAward
* Delighted to become an @ArtsmarkAward School
* Celebrating becoming an @ArtsmarkAward School for using the arts to inspire learning

To generate further coverage, you might want to hold a small celebration with pupil performances /artwork displays. You could also invite a few local dignitaries, such as MPs, local authority Councillors and representatives from arts and cultural organisations.

Later in the year, once you have completed your case study and you have been awarded either Silver, Gold or Platinum status, you may want to send out another press release and tweet about it.

**Draft Press Release**

**FOR IMMEDIATE RELEASE**

***Date***

***Name of school*** celebrates joining Artsmark Award

~ School recognised for its commitment to bringing the arts alive ~

Pupils and staff at ***name of school*** are celebrating after joining the prestigious Artsmark Award. Artsmark is Arts Council England’s award for schools that champion the arts and strive for excellence in their provision. It celebrates schools that embrace the arts across the curriculum and make the arts come alive for pupils. It is a badge of distinction for schools who engage children and young people in the arts.

In order to become an Artsmark School, ***name of school*** put together a Statement of Commitment to the arts which celebrated the strengths of the school’s current arts provision. ***Name of school*** highlighted the strengths of its ***drama/music/art provision*** *(delete/amend as appropriate and add extra detail about your arts provision)*. As part of the Statement, the school was also able to articulate its ambitions for its future arts provision which it will now work towards. ***Name of school*** was supported by ***name of local bridge organisation*** who worked alongside the school to put the Statement of Commitment together.

As an Artsmark School, ***name of school*** will now begin to work towards the ambitions it has set. In doing so, it will have access to a network of some of the country’s most treasured arts and cultural organisations such as the Royal Opera House, Sadler’s Wells and The Sage Gateshead.

Commenting on receiving the award, ***Name of Head Teacher*** said:

***Add quote***

Congratulating the school on becoming an Artsmark School, Darren Henley, Chief Executive of Arts Council England, said:

“I would like to congratulate ***name of school***on joining Artsmark Award and welcome them into our growing family of Artsmark schools. To become an Artsmark School, ***name of school*** had to demonstrate its dedication to the arts and a commitment to interweaving the arts into all aspects of school life. ***Name of school*** has put together an ambitious plan for its arts provision which will ensure every pupil is given the opportunity to nurture a love of the arts that will remain with them as they go through adult life. Together with ***name of bridge organisation*** we look forward to supporting the school as its arts provision goes from strength to strength.”

**ENDS**

1. Further details about the award can be found online at [www.artsmark.org.uk](http://www.artsmark.org.uk).

2. For further information please contact: (***fill in name/number of contact at school***).

3. Photos are attached.

**Generating Local Press Interest**

The arts present a wide range of opportunities for involving local schools and the community giving you the chance to generate positive media coverage. As always, ensure you have parental consent for children to appear in your publicity.

Below we have set out some ideas of how you might want to generate local press interest and reach the local community:

* Always invite the local press to come and undertake interviews with key spokespeople and take photos at school performances, concerts, art exhibitions, dance displays etc. If they are unable to attend, make sure to send a press release with high-quality photos after the event.
* Invite local feeder schools to school performances as this gives another angle for the news story.
* Invite your local MP (or other local dignitaries such as Mayor or Councillor) to a performance or exhibition of your pupils’ artwork and create a photo opportunity for the local paper.
* Always inform the local press about impressive arts-related achievements of individual pupils.

**Reaching the local community**

* Whenever possible, invite the local community to school performances and exhibitions.
* Think carefully about the areas of the school used by letting visitors and summer schools (e.g. waiting areas, sports halls) and make sure there are displays of the pupils’ artwork or photos of arts-related activities to showcase the variety of arts activities available in your school.

**Ideas for Social Media**

Social Media is a cost effective means to help showcase the arts-related activities taking place at your school and below are a few ideas that you could action:

* Every time you tweet about any Artsmark related activities (e.g. performances, exhibitions, trips to museums etc.), use the handle @ArtsmarkAward so we can re-tweet them and help you reach a wider audience.
* Set up a dedicated Arts Department twitter account to tweet out all arts-related activities.
* If working with your Bridge Organisations, tweet @your Bridge Organisation so they can also re-tweet and help you reach their Twitter followers.
* Write a blog or create a photo journal using pictures of the arts-related activities taking place in your school to chart the progress of your Statement of Commitment on your school’s website.
* Ensure your school website has news stories and photos of pupils involved in arts-related activity.
* If your school has a Facebook page you can post photos, podcasts or short video clips of arts-related activities. People tend to scan Facebook so a good picture will help to draw attention to a post.
* If you have the capacity to capture performances on film, you can create a YouTube channel to celebrate your school’s performing arts.
* Pinterest allows you to create a photo album offering a sophisticated way to showcase arts-related activities and individual pupils’ artwork.
* Instagram is another visual medium which works well for showcasing images or videos of pupils’ creative endeavours. It is a valuable tool as many of your pupils will be regular users of Instagram and so it can help generate a sense of pride and achievement.

Branding

* Ensure your school website has the Artsmark logo.
* Ensure you use the Artsmark logo on all of your communication channels, for example, publications, brochures, leaflets and newsletters.