

Ri Masterclass Organiser Handbook 5

Marketing and Communication Requirements and Guidelines

The Royal Institution supports Ri Masterclass volunteers undertaking publicity and communicating their Masterclass activities, for example, to recruit students, speakers and helpers; to promote the activities to the wider community; to raise awareness of the Masterclasses and to raise funds.

These guidelines have been developed to support these activities.

Please get in touch with the Ri Masterclass team if you require clarity on which communications are relevant to these guidelines or if you have any other questions.

1. Communication Requirements

All communications materials relating to the Royal Institution and/or the Ri Masterclass programme and related activities should be generated in accordance with the following requirements:

- All information represented must be accurate
- All content that contains personal data should adhere to the Ri's Data Protection guidelines
- All content should adhere to the Ri's Health and Safety and Child Protection Guidelines, specifically, the sections on use of photography, video and social media involving children
- Only use images and/or footage of children for whom you have received written consent, using consent statements provided by the Ri Masterclass team
- In addition to checking you have written consent, if an official photography shoot or filming shoot is planned and the photographs/films generated are for media and marketing use, the Ri recommends that as a courtesy, students and families are informed in advance via email. The email should state that any students for whom you do not have consent will not be photographed or filmed, and any who have given consent but would like to opt out of this particular activity, should respond to this effect
- A log of parental consent statements for all images should be retained with the personal data log for each student (see Handbook 3)
- All content created by the Ri or a third party should clearly credit the owner and adhere to copyright legislation (use only content for which you have permission); copyright for photographs is usually owned by the photographer, and as such the photographer should be credited whenever a photo is used.
- All communications should clearly explain or state that it is being sent on behalf of a local Ri Masterclass series, not the Ri
- See below for additional requirements pertaining to:
 - Ri logos and name association

- Online communications (websites and social media)

2. Relevant Communications

Communications materials of all kinds should be shared with the Ri for approval prior to publication and/or distribution as per the following guidelines. This list is not exhaustive and so if you are unsure at any point if a certain type of communication requires pre-approval or not, please get in touch and we would be happy to advise you.

Communications materials that do not require pre-approval from the Ri include:

- Teacher recruitment letters and/or emails; and parent/carer letters and consent forms that are either:
 - based on templates provided by the Ri where only logistical information has been added, or
 - which have previously been approved by the Ri (again where only logistical information has been added)
- Any letters or emails relating solely to the logistics of running Masterclass activities. For example, communicating the time, date and locations of events, the process of registering students' details and providing contact details for regional organisers
- Thank you letters and/or emails
- Fundraising letters and/or emails and materials acknowledging local supporters. In keeping with the Ri Financial Reporting Requirements:
 - Local Masterclass groups are classed as 'community groups', they are NOT part of the Royal Institution as an organisation, and are therefore a Masterclass group is not a charity
 - All communications MUST make it clear that the funds will be collected and used by the community group for local Ri Masterclass activities. Any funds raised do not count as a contribution to the Ri charity and are not eligible for Gift Aid
- Social media content from personal and organisational accounts as long as it is made clear that the accounts are not official channels of the Ri and content is shared as per the general guidance for all communications listed above. Please see the Digital Communications section below for further guidance specific to social media

Please refer to the Templates section of this handbook for a list of all Ri Masterclass template documents available for your use. These templates should be used as the starting point for all communications, including those listed above, wherever possible. If you have a suggestion for any additional templates you think would be useful, please let us know.

Communications materials that do require pre-approval from the Ri include:

- Bespoke recruitment letters:
 - Any recruitment letters generated by groups that deviate from the standard Ri templates, including school letters; parent/guardian letters and consent forms

- **Media communications:**
 - All communications to the media including press releases and media invitations should include a 'boiler plate' section about the Ri in the Notes to Editors, or equivalent (see template in Appendix I), and be sent to the Ri for pre-approval. We are always happy to support positive media activity and will do our best to provide you with images, video content, quotes and statistics for you to choose from to help your pitch. We would also like to be informed when media will be attendance at local Ri Masterclass events and/or when media coverage is secured as these are activities we can also raise awareness of through our wider networks
 - In accordance with our Child Safeguarding Policy – specifically the sections on use of photography, video and social media involving children and use of personal details in promotion, advertising and media – additional parental consent may be needed before students can be identified in any way for media activity. Masterclass organisers are responsible for arranging this prior to inviting any reporters to the series or sending any press releases
- **Marketing and publicity materials, including websites:**
 - All marketing and publicity materials including but not limited to websites, leaflets, flyers, posters and advertisements which include a reference to the Royal Institution and/or Ri logos or branding should be sent to us for pre-approval before they are printed, published or distributed
- **Materials including the Ri Masterclass Network logo:**
 - All materials using the Ri Masterclass Network logo (see below), beyond those included in our templates, should be sent to for pre-approval before they are printed, published or distributed
 - Please see the next section for more information on how our logos can be used

3. Royal Institution logo and name association

In 2016, the Ri launched the new dedicated logo for activities within the Royal Institution Masterclass network, called the 'Ri Masterclass Network Logo' (see Table 1: List of Ri logos below). The Ri requests appropriate use of the Ri Masterclass Network logo and Ri name in conjunction with Ri Masterclass activities.

Requirements

- Misuse or misrepresentation of either the Royal Institution name in full or in acronym forms (Ri) or logo will result in a brand infringement and has the potential to seriously damage the reputation of the Ri or individuals involved
- Swift action will be taken by the Ri to ensure any brand infringement is rectified and we expect all parties involved to cooperate for a speedy resolution
- No individual except an Ri staff member should present themselves as an official representative of the Royal Institution, including on social media
- All official Ri logos may not be changed or adapted in any way

- The Ri Masterclass Network logo is for use by Ri Masterclass groups to represent their activities on all communications
- All other Ri logos should not be used by local Masterclass groups as a representation of their activities
- All communications materials using the Masterclass Network logo are subject to the approval guidelines listed in the communication section above
- Ri Masterclass activities should be described as ‘Royal Institution Masterclasses’ or ‘Ri Masterclasses’ and all information presented publicly about these activities should be in line with the format and aims of the Ri Masterclass programme. Any individual, organisation or other group involved in the Ri Masterclasses may only refer to their association with the Ri in terms of the Masterclasses. For example, an organisation will be able to publicly acknowledge that they host an Ri Masterclass series, but will not be able to refer to themselves as associated with the Ri in any other way, nor will they be able to use the Ri name or Ri Masterclass Network logo on any publicly facing information (online, printed or recorded) unless in direct reference to the Masterclasses they are involved with.

Table 1: List of Ri logos

<p><u>Masterclass Network logo</u>: for use by Ri Masterclass groups on webpages, letters, etc. (<i>Available in digital form from the Ri team and on the Ri Organiser’s webpage</i>).</p>	
<p><u>Expanded Main Ri logo</u>: NOT for use by Masterclass groups</p>	
<p><u>Basic Main Ri logo</u>: NOT for use by Masterclass groups</p>	

4. Online Communications

4.1. Websites

- The content of the Ri website ([rigb.org](http://www.rigb.org)) is protected by copyright. More details can be found here: <http://www.rigb.org/home/copyright>
- General communication or webpages should not use any content, including images or video, taken from the Ri’s website without prior written consent, unless the content has been released under a Creative Commons license. The Ri can provide organisers with a set of copyright and consent-safe images that are appropriate for use on their own websites, social media pages and in other communications materials

- Wherever possible, organisers should link to content on the rigb.org site and avoid duplicating information contained within that site
- Masterclass websites created by groups or individuals should not be designed in such a way that they may appear to be an official site run by the Ri. They should explain clearly which Masterclass series/group the website represents and that the series/group is part of the national Ri Masterclass network.

4.2.Social media

The Ri welcomes Masterclass groups using social media platforms to promote their Masterclass activities, and taking pictures or short video clips to share. However, safeguarding is of the utmost priority which is why we require you to obtain consent from parents/carers (or students themselves, if they are aged 16+).

Anyone acting on behalf of the Royal Institution Masterclasses in a role that may involve promoting Masterclass activities on social media plus photography, filming or interview of young people is expected to follow the advice in our Photography, Video and Social Media Guidance for Ri Masterclass. This is available in a separate document on the organiser and supervisor webpages.

Appendix I. Ri Marketing Boiler Plate

The following text can be used as a general description for the Royal Institution and its activities:

About the Royal Institution (Ri)

The Royal Institution's vision is for a world where everyone is inspired to think more deeply about science and its place in our lives. Home to eminent scientists such as Michael Faraday, Humphry Davy and Kathleen Lonsdale, its discoveries have helped to shape the modern world. Just as importantly these scientists recognised the importance of sharing their work with the wider public.

Today it continues its mission to create opportunities for everyone to discover, discuss and critically examine science and how it shapes the world around us, by building on its heritage and success in creative ways. An independent registered charity, the Ri provides science education, public engagement, and heritage activities for people of all ages and backgrounds across the UK and around the world. These activities include the world-famous CHRISTMAS LECTURES; public talks from the world's greatest thinkers in its historic lecture theatre; a national programme of Ri Masterclasses for young people in mathematics, engineering and computer science; hands-on science workshops in its L'Oréal Young Scientist Centre; award winning animations and films; and the preservation of its scientific legacy through the Faraday Museum and archival collections.

www.rigb.org

Additional text giving brief over-view of Masterclass activities:

Ri Masterclasses are a series of enrichment workshops in either mathematics, engineering or computer science. Each session is led by enthusiastic speakers from industry, academia and education. They offer students in-depth investigations of exciting topics in these three subject areas that are outside of the school curriculum. Ri Masterclasses combine theory with interactive exploration of the topic in a friendly, supportive environment. The aim is to open young people's eyes to the world of maths, engineering or computer science and allow them to deeply explore a range of ideas with other like-minded young people and encourage their passion for the subject.