



Communication Guide

How to include The Ernest Cook Trust in your communications

This guide is for everyone involved with the Trust, as a prompt for whenever you mention us in your communications.

Whether you're a beneficiary of our funding, a partner or collaborator in our work, or a farm tenant on one of our estates, this guide will help to maximise the positive impact your communications have across the media.

JOIN IN!

Much of our communication is on social media these days, so the opportunities to engage with each other are plentiful and very mutually beneficial.

The Trust uses social media as a powerful tool to help tell our story - promoting who we are, what we do and how we make a difference.

Because you are part of our story, we endeavour to follow, like, tag and re-post **your** socials, where appropriate, and enthusiastically invite you to do the same with **our** posts!

SOCIAL MEDIA

Please Note: *Because social media is constantly evolving, some of the following details may not reflect the very latest changes to this dynamic media.*

The Trust's current platforms of choice are **X (Twitter), Facebook and LinkedIn.**



Tag us **@ernestcooktrust**



Link to **<https://www.facebook.com/ernestcooktrust>**



Link to **<https://www.linkedin.com/company/the-ernest-cook-trust/>**

Please note: WE REGULARLY UPDATE THIS GUIDE Please re-load the latest version [here](#).

HASHTAGS

When a hashtag is added to a post it acts like a signpost to the content of that post. Social Media users often follow or search on hashtags so please consider including them to enable more people to find your posts.

We have put together a list of #hashtags that should be helpful.

As a guide to the number of hashtags to use in a post, we suggest:

X (Twitter) < 3
Facebook 3-5
LinkedIn 3-5

Generic - for everyone

#ErnestCookTrust
#GetOutdoors
#YoungLivesMatter
#OutdoorsForAll
#EverythingIsBetterOutdoors
#LearningFromTheLand
#LearningOutdoors
#EnvironmentalEducation
#OutdoorPlay
#OutdoorLearning

Influencers Schemes

#YouthAction
#YouthSocialAction
#PowerOfYouth
#EnvironmentalAction
#YouthVoice
#BlueInfluencers
#BlueMentor
#iwillFund

The OWL Collaboration

#OutdoorWeekofLearning
#ConnectedToNature
#ConnectionsToNature
#OutdoorResidential
#AWeekOutdoors
#ForestSchool
#TogetherWeAreStronger
#CollaborationNotCompetition

Schools

#OutdoorClassroom
#ForestSchool
#OutdoorEducation

Outdoor Learning Officers

#OutdoorLearningOfficer

Apprentices

#OutdoorFutures
#OutdoorCareers

Farm Tenants

#GetOnMyFarm
#FarmingLife
#FarmingUK
#Farmlife
#Agriculture
#AgriculturalLife
#SupportLocalFarmers
#FarmTenantLiaisonGroup

Funding Partners

#MatchFunding
#FundingPlus

Collaborators

#OutdoorsTogether
#WorkingInCollaboration

OUR BRAND GUIDE & LOGOS

Download our **Third Party Brand Guide** here, or find it on our website footer.

This document gives detailed guidelines showing how to use the Trust's brand elements, including our logo which is available in various formats for use in your communications.

Please use this in conjunction with the information given in this guide.

DESCRIPTIONS

The following descriptors of The Ernest Cook Trust can be incorporated into your own wording, as appropriate:

...The Ernest Cook Trust, an educational charity helping children and young people nurture a lifelong love and respect for the outdoors.

...The Ernest Cook Trust, who help fund and deliver Outdoor Learning activities for children and young people across the UK.

...The Ernest Cook Trust, who inspire young people to achieve better educational and life outcomes through Outdoor Learning programmes and activities.

...The Ernest Cook Trust, funders and providers of land-based learning for young people.

...The Ernest Cook Trust, an educational charity who help children and young people forge lasting connections to nature.

...The Ernest Cook Trust, who work to improve the life chances of children and young people through a range of Outdoor Learning experiences.

...The Ernest Cook Trust, whose vision is for an environmentally engaged society with increased connections to nature.

A selection of descriptor paragraphs can also be found here:

Third Party Brand Guide

For more detailed information about who we are and what we do, download our latest Annual Report from the homepage of our **website**.

PRESS RELEASES

The media are always on the lookout for good news stories, so please tell them about your successes which they may decide to publish in print, online, or both.

Let your local radio and TV stations know too.

One of the best ways to do this is to submit a press release. The following links will help ensure your press releases get the media's attention:

- **Press Release writing tips**
- **Editor's Notes** - *information about the Trust to include with your Press Releases*

Contact our **Press Officer** who can proof-read your release and give further advice where needed, especially if you're invited for an interview on TV or radio, to ensure you make the most of this opportunity.

Take a look at the Trust's **Media** page for an archive of all our Press Releases, and click on our **Blog page** to watch and listen to our own TV and radio interviews.

Template Press Releases for the Trust's core programmes are included in **Notes for Specific Users** below.

IMAGERY

Using imagery within your communications helps to catch the reader's attention and encourages greater engagement. Here are a few important things to remember:

- Think about your audience - choose good quality images that enhance your message.
- If using someone else's image, you must obtain their permission to avoid copyright issues, and remember to credit them as the photographer, ideally using their social media links.
- Always obtain written permission from the people in your image before using.
For children or young people under 18, parent / guardian permission must be obtained; the Trust has Permission Forms which may be used as a template - **contact us** for details.

If you don't have any suitable imagery, we may be able to source images from the Trust's library, **contact us** with your request.

Please also share your own images with us - we love to see Trust-related activities from around the UK, and will often feature on our own socials and on the website. **Contact us** to share your images, letting us know what permissions have been obtained for usage and any photographer credits.

CONTACTS

The Ernest Cook Trust **communications@ernestcooktrust.org.uk**

The Ernest Cook Trust **Press Office**

Contact details for our core programmes are given below.

NOTES FOR SPECIFIC USERS

Influencers Schemes

On **Twitter**, always include: #iwillFund and tag @TNLComFund @DCMS

On **Facebook**, always include: @TNLCommunityFund @dcmgovuk

Use this **template Press Release** to announce the award of a project grant (up to \$5k)

This guide is in addition to the communications pack given to Host Organisations.

Programme Manager contact: **Robyn Riddoch**

The OWL Collaboration

Schools - use this **template Press Release** to announce your Residential with OWL

Programme Manager contact: **Sarah White**

Outdoor Learning Officers

As a grant-funded Outdoor Learning Officer, the best way we can support your work is for you to tag us in your social media posts and mention us in your Press Releases. We can then engage with you and help champion your achievements.

Use this **template Press Release** to announce your Grant award

Schools

Use this **template Press Release** to announce your Outdoor Essentials Grant award

THERE'S MORE

For a fascinating review of all our activities, download our latest Annual Report from the homepage of our [website](#). Please use this as a source of information for your own communications. For example, the following facts about our work and impact are taken from the 2022/23 Annual Report:

VITAL STATISTICS (*in the year 2022/23)

42,000+ children and young people benefited from our outdoor learning opportunities*

We worked with **2,596** individual children through **563** sessions at our sites from Cumbria to Dorset, including woodland, river, farm and workshop visits*

1,059 children and young people took part in one of our funded Outdoor Weeks of Learning, thanks to The OWL Collaboration*

504 schools have received an Outdoor Essentials Grant, helping them to get their pupils learning outdoors*

36,088 people were engaged through Green Influencers Scheme projects across England, in the Scheme's 3-year period

The Ernest Cook Trust has **100+** active working partnerships with organisations who share our vision for a diverse outdoors where people and places flourish

DID YOU KNOW?

The Ernest Cook Trust owns **9,000 hectares** of land in **6** counties from Cumbria to Dorset, including **584** hectares of woodland and **25** farms

Our rural landholdings are a source of **income** for our charitable work, sites for **Outdoor Learning** and centres for **sustainable land management**

Every year, the Trust donates around **£2M** to help fund and run Outdoor Learning activities for children and young people, their families and communities in the UK

Thank you for using this guide.

Everyone benefits when we support each other, and our vision of a more environmentally engaged society with better connections to nature becomes a closer reality.

We want our collective efforts to inspire more young people to achieve better life outcomes through the important work we do. Let's take every opportunity to share our stories.

As we keep doing this, the more we can influence policymakers and impact the debate around the environment, farming and sustainability.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

Margaret Mead

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