

London Young Labour Communications Policy

Adopted by the London Young Labour Executive Committee on 7th October 2015.

Newsletter

Where possible two newsletters will be sent out each month from LYL. One will be sent to all LYL members, via London Region, and the other to those for whom we have contact details ourselves: our 'active members' list

- The newsletter will be signed London Young Labour Committee
- Newsletter content: Communications Officer (CO) will ask LYL committee members for content, giving reasonable time for committee members to return it. Events should include all event dates, times and places and blurbs (including all campaigns info).
- The newsletter will have a template
- The LYL newsletter will be signed off by the Chair who will send it onto London Region for distribution to members"

Facebook Group Wall

Responsibility for approving or deleting posts on our FB wall shall be shared between the CO, Chair, Campaigns & Membership Officer, Young Labour Rep and Regional Youth Rep. The criteria for approval is that the post must relate to Labour party activity or discussion or related organisations such as trade unions or think tanks.

Events with all-male panels will not be approved.

Twitter

London Young Labour tweets at @LDNYounglabour

Access to the twitter account must be shared among several committee members, including the policy officer, campaigns officer and regional rep The CO is responsible for the day to day running of the twitter account including live tweeting events and responding to messages.

- I. Campaigns Officer should tweet information about campaign dates and also update the twitter account throughout campaign sessions with pictures and tweeting at as many people as possible.
- II. Political and Policy Officer should look out for Labour news and tweet LYL policy, opinions and news where relevant
- III. Young Labour London Representative should be responsible for updating twitter on Young Labour matters
- IV. The Chair and CO should work together to moderate the twitter account, to make sure LYL is sending out coherent messaging.

Press

The CO shall be responsible for press-activity. However, before sending a press release it must be approved by both the CO and the Chair. Where there is disagreement between these two members the final decision shall be taken by Committee as a whole.