**PRESS PACK**

**Get your school in the media!**

If your school is taking part in Send My Friend to School, then spread the word by getting online and in the local papers. It’s a great way to amplify the campaign message and at the same time show your community what you’ve been doing!

Below are some top tips on using social media and the local papers as part of your campaigning. You can use the [**Send My Friend logos and images here**](http://www.sendmyfriend.org/resource/logos-and-graphics)to make the most of your press releases, displays, websites, blogs, newsletters and social media feeds and get the word out.

**Social Media**

**Twitter**

* Follow us on Twitter [**@sendmyfriend**](http://www.twitter.com/sendmyfriend) and we’ll make sure to follow you back.
* Tag [**@sendmyfriend**](http://www.twitter.com/sendmyfriend) and use the hashtag **#UnlockEducation** so that we can easily find your tweets - and we’ll retweet as many as we can!
* Spread the word about your school’s Send My Friend activities - include photos of events and classroom activities so everyone can see what you’ve been doing.
* Find the Twitter account for your local MP and connect to them. Why not take photos of the messages your students write on their paper keys and tweet them to your MP and to [**@sendmyfriend**](http://www.twitter.com/sendmyfriend)?
* Are there other schools in your area who you could challenge to get involved? The more voices, the stronger our message! Tag them in a tweet and ask them to join you in the campaign.

**Here are some ideas for tweets:**

*Our students have been busy making paper keys with @sendmyfriend to call on the government to #UnlockEducation for the 262 million children who remain out of school. Join us: act.sendmyfriend.org/teacherpack*

*Our students are joining the @sendmyfriend campaign to #UnlockEducation for everyone. [MP name] will you pass on our messages on to the Prime Minister?*

*Education is a universal human right – that’s why we’re joining the @sendmyfriend call to #UnlockEducation for every child, no matter who they are or where they live. Why don’t you join us [tag local schools]? act.sendmyfriend.org/teacherpack*

*Education is the key to a positive future for children, their communities and the wider world. That’s why we’re joining up with @sendmyfriend to #UnlockEducation for everyone. Join us: act.sendmyfriend.org/teacherpack*

**Facebook**

* Like us on Facebook at [**www.facebook.com/sendmyfriend**](http://www.facebook.com/sendmyfriend) and Like, Share or Comment on our posts!
* If you are posting on your Facebook page, don’t forget to tag us using [**@sendmyfriend**](http://www.twitter.com/sendmyfriend)
* Post about your Send My Friend activity, and try to include photos or videos of what you have been up to as these will show up more in people’s feeds.
* Encourage other people to share your posts with their friends, teachers and other schools!

**Here are some ideas for Facebook posts:**

*Education is the key to a positive future for children, their communities and the wider world. That’s why we’re joining up with the @sendmyfriend campaign to #UnlockEducation for everyone. You can join us too and take action with thousands of other young people across the UK!* [*act.sendmyfriend.org/teacherpack*](http://act.sendmyfriend.org/teacherpack)

*262 million children still remain out of school around the world and we’re calling on the UK government to #UnlockEducation for everyone, no matter who they are or where they live. Take action with us as part of the @sendmyfriend campaign!* [*act.sendmyfriend.org/teacherpack*](http://act.sendmyfriend.org/teacherpack)

*Our students have been busy making paper keys for the @sendmyfriend campaign because they believe that education is a universal human right. Join the campaign to take action together and #UnlockEducation for everyone.* [*act.sendmyfriend.org/teacherpack*](http://act.sendmyfriend.org/teacherpack)

**Local Press**

**Step 1 - Find out details of your local media.** Your school marketing officer may have a list or you could find details on the internet. You could include local papers, regional BBC & independent radio stations and local magazines.

**Step 2 - Adapt the below press releases and send.** Add a time to the press release when photographers can come and take pictures of the most photogenic moment. Paste the press release directly into an email and send it out about 1-2 weeks in advance to the News Editor.

**Step 3 - Follow up each contact**. Phone them to check that they have received the press release and that the date is in their diary! If they haven’t, send it through again!

**Step 4 - On the day create a good photo opportunity**, such as a display of the paper keys you’ve made or a class picture with your MP. Make sure you take your own photos - if a newspaper can’t send a photographer, they may still print the story afterwards if you send them some good images. Find out who is the best photographer in school and be imaginative with the picture.

We would love to see how you get on – please scan and send your press clippings to [ema.jackson@sendmyfriend.org](mailto:ema.jackson@sendmyfriend.org)

**Template press releases:**

Please tailor the text marked in red with your event details.

**[x MP] visits [x] school in [x area] to see pupils’ campaign to unlock education for the 262 million children who are out of school around the world.**

**[OR]**

**Pupils at [x] school in [x area] get creative to unlock education for the 262 million children across the world who remain out of school.**

**Date of event:** xxxxx

**Time:** xxxxx

**School address:** xxxxx

[x MP] is going back to school at [x school] on [x date at x time] to hear from pupils calling for the UK government to play a leading role in unlocking education for all children across the world. Thousands and thousands of young people across the UK will be taking part in the **Send My Friend to School campaign** during 2019.

[OR]

Local pupils at [x school] are speaking out for 262 million children across the world who are locked out of education. They are getting creative to support – alongside thousands of others – the **Send My Friend to School campaign’s** call to Unlock Education for Everyone.

Education is a universal human right. It is the key to a positive future for individual children, whole communities and the wider world. However - due to inequality - millions of children are being locked out of education simply because of who they are and where they live. Access to education and learning is not a level playing field.

This is why thousands of young people have been calling on the government to Unlock Education for Everyone. 2019 is crucial in the journey to unlocking education for *all* children because this year the international community, including the UK for the very first time, will be reviewing its progress against its promise of ensuring education for all. [X School] want to ensure that the UK government plays a leading role in ensuring all children can access education worldwide, so has created eye-catching paper keys that depict the inequalities in education across the world.

**[Insert name of teacher] at [x School] said:** [Please insert what you want to say about your pupils for e.g… “Class x/the whole school have been finding out about the different factors which mean that millions of children across the world are unable to go to school and get an education, simply because of who they are and where they live. They are passionate about doing something to change the situation.”

[Please insert what activities your school has done/will be doing when the MP comes in, for e.g…] “To get our MPs attention the children have created and decorated eye-catching paper keys. The paper keys depict the inequalities in education across the world and the students have added a written message to our MP that calls on the Government to unlock education for all children. They will be presenting their creations to x MP and asking [him/her] to take the message to the heart of Government.”

**Ema Jackson, Campaigns Manager for the Send My Friend to School campaign said:**

“Education is a human right. But unfortunately, millions of children are missing out on the life-changing experience of going to school simply as a result of who they are and where they are from. This has to change, which is why we are campaigning this year to Unlock Education for Everyone. I am delighted that pupils atx school are engaging with x MP to demand the UK plays a leading role in unlocking education for everyone. They are joining thousands of other young people across the country - we are expecting MPs to be inundated with thousands of these creative paper keys covered with important messages! We hope this will push the Government to put their promises into action.

All schools are invited to get involved with the **Send My Friend** campaign - visit sendmyfriend.org for a free teaching resource pack with everything needed to take action on this important issue.”

**Notes to Editors:**

**For more information, please contact:**

Ema Jackson, Send My Friend to School, [ema.jackson@sendmyfriend.org](mailto:ema.jackson@sendmyfriend.org)

**020 7793 3970**

1. The Send My Friend to School campaign is a UK civil society coalition of international development NGOs, teachers’ unions and charities. It brings together young people, politicians, teachers, civil society and the media in joint campaigning to demand quality education for all children across the globe. [www.sendmyfriend.org](http://www.sendmyfriend.org) Twitter: @sendmyfriend

**2. Key facts**

* **262** **million** children remain out of school around the world.
* **131 million** girls are locked out of school worldwide, with twice as many girls as boys never starting school at all.
* **50% of children** with disabilities in developing countries are locked out of school.
* Teenage girls living in conflict-affected areas are nearly **90%** more likely to be out of secondary school than their counterparts in countries not affected by conflict.
* Fewer than **1 in 20** poor, rural girls in sub-Saharan Africa are on track to complete secondary school, which is **seven times** less likely than non-poor, urban boys.
* If all children left school able to read, we would see a **12%** reduction in world poverty.