**PRESS PACK**

**Get your school in the media!**

If your school is taking part in the Send My Friend to School campaign this year, 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 or any pictures you’ve taken 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 **#RightClimateToLearn** 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 hearts and tweet them to your MP and to **@sendmyfriend**?

**Here are some ideas for tweets:**

* *Our students have been busy making paper hearts with @sendmyfriend to call on the UK government to ensure all children have the #RightClimateToLearn*
* *Education is powerful & so are our students – that’s why they’re joining the @sendmyfriend call to ensure all children around the world have the #RightClimateToLearn*
* *#ClimateChange is already wreaking havoc on people’s lives, including the right to #education. Join us and take part in @sendmyfriend’s campaign for the #RightClimateToLearn for everyone*

**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**.
* 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:**

* *We’re taking action with schools across the UK to call on the Government to take bold action on climate change. Climate change is already wreaking havoc on people’s hopes and lives, including the fundamental right to education. Our students have written messages to send to our MP as part of the @sendmyfriend campaign! You can join us too:* [*sendmyfriend.org/take-action*](http://sendmyfriend.org/take-action)
* *Our students have been busy creating paper hearts and writing messages to send to our MP. We’re calling on the UK government to ensure that all children around the world have the Right Climate to Learn. Take action with us as part of the @sendmyfriend campaign! 🡪* [*sendmyfriend.org/take-action*](http://sendmyfriend.org/take-action)

**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 your paper hearts 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 your school and be imaginative with the picture.

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

**Template press release:**

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

**[x MP] visits [x] school in [x area] to see pupils’ campaign to ensure all children around the world have the Right Climate to Learn.**

**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 take bold action on climate change. Thousands of young people across the UK will be taking part in the **Send My Friend to School campaign** during 2020.

[OR] Local pupils at [x school] are speaking out for the millions of children across the world who are missing out on education as a result of climate change. They are getting creative to support – alongside thousands of others – the **Send My Friend to School campaign’s** call to ensure all children have the Right Climate to Learn.

The right to education is the cornerstone for sustainable development. This is why quality, safe

and inclusive education systems are critical in facing and fighting climate change, particularly for

the most marginalised communities in the poorest countries. Yet, education for all is being

negatively impacted by climate change, and education is neglected as part of the global climate

response.

This is why thousands of young people have been calling on the government to take bold action on climate change.

The Send My Friend to School coalition is calling on the UK government to seize the opportunity it has in 2020 as host of the Conference of the Parties 26 (COP26), and as a respected world leader in global education, to take decisive action to stop climate change undermining the right to education and strengthen education’s role in the global climate response.

**[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 access education because of climate change. 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 eye-catching paper heart signs. On one side they depict the problems that are causing children around the world to miss school because of climate change, and on the other they show the solutions to this issue. They have decorated the hearts and added their own messages about why they think the UK should take bold action on climate change. They will be giving these to x MP and asking [her/him] to take the message to the government.”

All schools are invited to get involved with the **Send My Friend** campaign - visit [www.sendmyfriend.org](http://www.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:**

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**020 7793 3970**

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