

Using VANEL for promotion

Channels

VANEL can help you to communicate via the following channels:

- VANEL.org.uk news blog on website
- VANEL.org.uk event calendar
- VANEL twitter account @vaneltalk
- Network of INandAROUND community websites – for local news and events
- VANEL monthly e-newsletter (approx. 1st week of month)
- VANEL weekly automated news e-bulletin (every Tuesday morning)

Members and Friends

Organisations which are Members or Friends of VANEL may use the communication channels for their news, promoting their events or promoting their other activities.

News articles or event information can be submitted to VANEL (via editor@vanel.org.uk) and (after vetting) VANEL staff can add the news to the appropriate channels. Please ensure any wording/photos provided is as close as possible to the final published version – VANEL staff cannot spend a disproportionate amount of time editing, rewriting, preparing photos etc. Help us to get your message out clearly by providing us with clear materials.

However, Members and Friends can (at their request) be allocated a user account on the VANEL website and can receive training to allow them to upload their own events or news articles to the site. All news articles go through a moderator at VANEL prior to being published, but this process provides VANEL members with a simple route to publicise whatever they want to make public.

Non Members and Friends

Using VANEL communication channels is a service to our Members.

Non Members *can* promote events via the VANEL event calendar (again send to editor@vanel.org.uk) but this is at the discretion of VANEL. Primarily the event will have to be of relevance or interest to our membership (local non-profit organisations). Events that are for-profit or delivered by commercial businesses cannot be put into the event calendar for free.

Events *can* be publicised in the event calendar *and* promoted further in the VANEL news channels for an advertising fee. Currently this fee is £10 per event/advert/promotion.

Voluntary Action North East Lincolnshire

14 Town Hall Street, Grimsby DN31 1HN

T: 01472 231123 E: office@vanel.org.uk W: www.vanel.org.uk

Registered charity: 1002624 Company registered in England and Wales: 02593527

Clearly we encourage organisations to join VANEL as a Friend for £25 per year if they expect to advertise more than a couple of events/activities/news articles each year.

More on Events

If a member organisation already holds events in a public calendar (e.g. a public Google calendar), then it is possible for the VANEL calendar to 'import' this to republish those events on our calendar. If this makes sense to you then please contact the editor to discuss adding your event feed to our calendar.

Twitter

VANEL staff tweet via @vaneltalk according to news and information that is felt relevant to our followers. If Members or Friends have their own Twitter feeds then we are happy to follow them from @vaneltalk and will retweet your news as and when we feel it is appropriate

INandAROUND Community Websites

The network of related community websites are accessible via www.inandaround.org.uk. There are websites for local geographical areas of North East Lincolnshire. The websites are built and maintained by VANEL but local community groups and individuals play a part in adding content to their local websites.

Each INandAROUND website contains News channels and an events calendar.

VANEL Member news or event promotion can be added to local INandAROUND sites as well if appropriate. News/events must be IN a local community area or FOR the benefit of that community. Local targeting of news, events or informational campaigns is important to ensure the community focus of the websites.

If a non-member organisation wishes to advertise an event/activity or add news, then again please contact editor@vanel.org.uk to discuss our advertising models. As stated, the activity must relate closely to that local area in order to be included.

If you are interested in advertising through the network of INandAROUND sites, please contact the editor – Karl Elliott.

If an organisation is local to an area of North East Lincolnshire and wishes to promote/publicise via the INandAROUND websites, then please contact us and we may also put you in touch with local groups, editors or moderators to that specific ward or site who can work with you to add your promotional information.

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Contact us

Contact the Editor at VANEL (Karl Elliott) via editor@vanel.org.uk.

Send news or information to the editor for publication.

Or if you would like a login to the VANEL main website at vanel.org.uk *either* to promote events *or* to promote news, then also contact Karl/the editor to obtain a login and organise training. The same goes for the INandAROUND websites – contact Karl to discuss.

Any questions about our communications and how we can help you to communicate – again, please contact Karl Elliott.

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