**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 **#TheWorldsTeachers** 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 by posting pictures of your students activities. Tweet your MP and to **@sendmyfriend**?

**Here are some ideas for tweets** (but please do make up your own if you want!

* 📣 Calling all schools 📣 Join the 2022 @sendmyfriend All My Friends Need Teachers campaign! Support #TheWorldsTeachers Learn, create and contact your MP. Join thousands of young people campaigning for quality education 🌎 Sign up here 👉 https://bit.ly/3rFYuHj
* It’s time to invest in and support #TheWorldsTeachers – join @sendmyfriend to campaign for a teacher in every class, in every school, in every country 👉 https://bit.ly/3rFYuHj 📚🌎

**You could also post on Facebook - follow us at Send My Friend to School**

**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. During the Covid-19 pandemic, newspapers and other media are looking for good news stories. Yours could be the story that captures their attention.

**Step 2 - Adapt the below press releases and send.** Paste the press release directly into an email and send it out about 1-2 weeks in advance to the News Editor. It is unlikely that most local newspapers will send a photographer, however most newspapers will use good quality photographs taken with a reader’s smartphone. Make sure your photo is in landscape.

**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 work 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.

**Step 5 –** make sure you obtain parental consents and follow safeguarding procedures as specified by your school policy for any children featured in the media.

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

**Template press release:**

**This is just a suggestion – please do edit as you see fit!**

**[x MP] visits/virtually visits [x] school in [x area] to see pupils’ campaign to support The Worlds Teachers.**

**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 action to highlight the need for prioritising and supporting the world's teachers in realising sustainable development goal 4 – the global goal of achieving education for all. Hundreds of young people across the UK will be taking part in the **Send My Friend to School campaign** during 2022.

[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 the lack of qualified teachers which represents one of the greatest barriers to universal primary and secondary education in low and lower-middle-income countries.

They are getting creative to support – alongside thousands of others – the **Send My Friend to School campaign’s** call to ensure there is a teacher in every class, every school, and country.

Teachers are in short supply and are too often poorly trained and resourced. Children need good teachers to help them learn effectively and achieve their potential. Still, all too often, children from marginalised backgrounds in low-income countries, including girls, children with disabilities, and displaced children, have limited or no access to appropriately qualified teachers.

Teachers themselves are also facing increasing difficulty in responding to challenging education environments, and unfortunately, all too often children face the brunt of this. Unpredictable and demanding working conditions, a chronic lack of support and increasing pressure is leading to teacher burnout and compounding an already desperate learning crisis.

Globally, even before the pandemic, 258 million children were out-of-school and hundreds of millions more in school but experiencing conditions that prevented their learning.[[i]](https://docs.google.com/document/d/1DdQCZsQj_gLG3ynoSxekbwipeyYTZ7Tn/edit#heading=h.gjdgxs) Children who are already the most marginalised, including girls with disabilities, refugee children and the internally displaced, have been disproportionately affected.[[ii]](https://docs.google.com/document/d/1DdQCZsQj_gLG3ynoSxekbwipeyYTZ7Tn/edit#heading=h.30j0zll) Without urgent action, stagnation – and possibly negative progress – is anticipated.

The students here at \*\*INSERT School Name\*\* know from their own experience what it’s like to have their education interrupted - but they have been lucky to be able to continue learning throughout the COVID-19 pandemic, unlike many others around the world.

We want to ensure that all children receive the education that they deserve. Therefore, we are calling on the UK Government to deliver its commitments to girls in low and lower-middle-income countries by improving access to qualified teachers. There needs to be a specific focus on supporting teachers to deliver inclusive education to ensure that girls', children with disabilities, and children living in crisis contexts can all reach their full potential.

If the UK, alongside its G7 counterparts, is to get 40 million more girls into school by 2026, then it must lead the G7 to commit to recruit and train 1.8 million teachers. If we want to give children the best chance of getting a quality education, we have to invest in those who can deliver it.

**[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 …… 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 …….. They will be giving these to x MP and asking [her/him/them] 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