

Marketing & Branding Policy



Document Control:

Version	Date Written	Authors	Date Ratified	Notes
V.01	October 2023	S.Bear	November 23	
V.02	11/03/2024	S.Bear	Not required	Update of latest signatures and branding.
v.03	11/02/2025	S.Bear	17.03.2025	Update to branding signatures, social media content and platforms.
v.03	11/02/25	S.Bear		Reviewed: update made removing website details no longer needed.
v.04	20/01/2026	S.Bear	14/01/2026	Removal of SSL, removal of privacy policy now covered using MS 365. Update to aesthetics.
			Next review due 1 year from latest ratification	

Mission:

Wiltshire Treehouse wants to see a world where every bereaved child and young person can receive guidance and support to help them through their grieving process. We will enable those in our local communities to develop the coping strategies, skills, and confidence they need to thrive.

Charity Objectives:

Provide high quality, relevant bereavement support and guidance to children, young people & their families.

Improve the initial experience of a child bereavement through training and awareness raising.

Secure the continuity of our organisation, ensuring a future of child specific bereavement support.

Be proud of the charity, a great place to work and achieve.

Our Values:

Growth – Providing a safe space for personal development.

Respect – Beneficiaries, volunteers, and staff are treated with respect and dignity within their journey with the charity.

Inclusivity – Services and support available to the whole community.

Empowerment – Working with beneficiaries to enable change on their terms.

Friendly – Open and welcoming.

Branding, PR, and Marketing:

PR/Marketing: Wiltshire Treehouse needs to review our branding to ensure that we remain distinctive from Westlea Primary School (as we share a building), especially during our growth of Wiltshire provision. But also, to diversify ourselves from other charities and to remain within the public mind as a reputable charity to support. The current PR strategy remains to capitalise on media coverage, for which we have been particularly successful with Wiltshire Radio. We should also consider feature articles and continuing to offer press releases when we have news to share.

Our key media messages include:

- Wiltshire Treehouse is a **local** charity supporting **bereaved children, young people and their families**.
- We are **skilled** in providing childhood bereavement, offering **support, guidance and training to professionals** working with children and young people.
- We receive **no statutory funding**, relying on donations from the community we serve and grant funds we apply to.
- We are a small charity that implements a **volunteer-led** model. With 5 part-time paid staff (2.5 F.T. E) and over 30 volunteers annually (including our fundraising volunteers).
- We are a **small charity**; our income is below £150,000 and our expenditure is around £120,000 (updated Dec - 26).

Social Media:

Wiltshire Treehouse staff, trustees and volunteers will maintain the following sites: Facebook, LinkedIn and Instagram for the charity. Due to the controversy around 'X' formally known as Twitter, Wiltshire Treehouse will no longer engage with this platform, deleting the profile. As new platforms become available, these will be considered and a decision made by leadership as to whether Wiltshire Treehouse needs a presence. Decisions will be made on consideration of the impact, reputational risk and time/financial costs of use.

Everyone within the Charity is encouraged to share content created. Having a strong social presence is important to reach our beneficiaries, supporters and potential supporters, as this may lead to

potential partnerships, sponsorships and/or donations. However, we do not wish to dilute our clear message of bereavement support for children, young people and their families living or educated within Swindon and Wiltshire.

Social Media Aims:

- Present the charity as a reputable and knowledgeable organisation, providing quality children's support.
- Reach out to potential beneficiaries and share the message of what the charity does and how we operate.
- Share fundraising campaigns and opportunities. E.g. links to fundraisers pages, ticket sales for an event held on our behalf etc.
- Encourage engagement with the charity website. E.g. encouraging donations/ticket sales/sign-ups for newsletters/sharing resources
- Advertise opportunities within the organisation. E.g. Trustee, Volunteer or employment opportunities.
- Raise Awareness of childhood bereavement and areas affecting bereaved children.
- To create regular content that highlights what we do and who we are. Aim to post once a week but be mindful of quality over quantity.

Each social post should be inclusive of the following:

- 1 Key and clear message/call to action relating to a charity social media aim.
- Clear and easily accessible links, i.e. A link to a booking page or for further information.
- Where possible an image or video (with all relevant permissions and media sign-off).

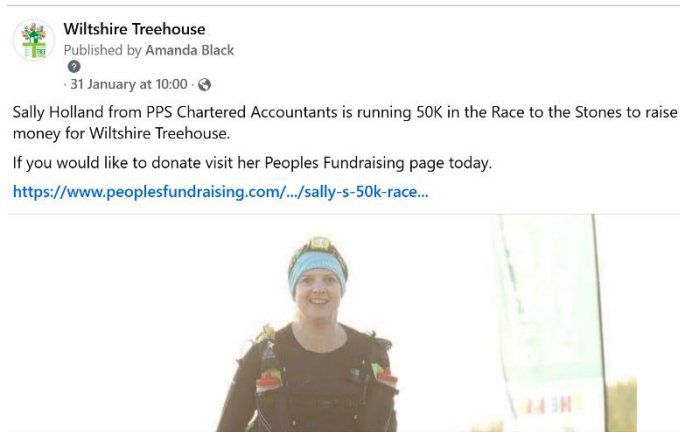
Guidance for social posts:

For each post made, we should be able to answer the following questions:

- Is it clear what I am asking/promoting?
- Check, does this post evidence what we do? Does it need to include a key word(s) to help clarify, e.g. grief, grieving, bereavement, bereaved, fundraising, funding, donate.
- Is the imagery and branding in line with the directed colours?
- Consider tone:
 - is the tone respectful of the emotional gravity of the content?
 - Limit animations – Does it highlight or draw attention to pertinent information. Is it really needed? I.e. on a fundraising post to show where to click something, or to draw attention to a link for further information.
Does the animation tie in with the tone?
- Consider triggers. I.e. for Mother's Day we would not post on mother's day, but provide information to support in the run up.
- Are videos accompanied by text to convey the key message (in case people don't watch the video/don't have audio/to encourage people to watch the video).
- Is there a click through link for further engagement? (Ideally through to our own website)
- Do I have all necessary permissions to share these images/videos.
- Is the spelling & grammar correct – We are all human, but please don't rush posts and double check spellings.
- Cover & profile photos to stay consistent to ensure clear branding for Wiltshire Treehouse.

- Once a campaign has concluded go through and remove posts that do not promote our key messages, or are flagging other charities/campaigns etc. This should be done in a timely fashion.

Examples of good posts:



A clear call to action - donate here.
Link to page and a shout out to a local business supporting us.



Links a children's mental health campaign to the charity. Link through to our web page, pushing traffic to the webpage and sharing our quality resources. Clear language in use of grieving.

Web Page:

The Wiltshire Treehouse Web Page has been reviewed and regenerated, with a branded look. Maintenance is completed by our charity administrator and content is reviewed regularly, ensuring current information is easily accessible. The page is supported by Delivered Social and uses Word press.

Branding Guidelines:

Brand Colours:

Dark Green: R:15, G:148, B:69. Hex: 0f9445

Light Green: R:143, G:199, B:62. Hex: 8fc73e

Blue: R:7, G:154, B: 208. Hex: 079ad0

Red: R:220, G:72, B: 39. Hex: dc4825

Orange: R:240, G:147, B:33. Hex: f09321

Pink: R:211, G:106, B:173. Hex: d36aad

Purple: R:118, G:103, B:167. Hex: 7667a7

Writing: R:00, G:00, B:00. Hex: 000000 (automatic black in MS packages)

Brand Fonts:

Heading 1: Dark Green, size 14, Bold. For use in subtitles.

Highlighting text or Quotes: Dark Green, size 11.

Paragraph text: All supporting text should be black and in Calibri (Body). Font size 11 should be used (unless otherwise needed for visibility reasons)

Accompanying Logos:

Members of:



Envelope Label:

	Suzzane Smith Address Line 1 Address Line 2 Address Line 3 Postcode www.wiltshiretreehouse.org.uk Registered Charity: 1159719
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Letter Header – A4 Size page:

[Please see Letter Head document here](#)

Letter Footer: (included in the above)

George & Anne Tweed Rooms, Westlea Primary School, Langstone Way, SWINDON, SN5 7BT
Phone: 01793 987105 Email: admin@wiltshiretreehouse.org.uk Website: www.wiltshiretreehouse.org.uk
Registered Charity Number: 1159719

Email Signature:



Name (pronouns)

Role

Phone: 01793 987105

Mobile: direct number

Email: youremail@wiltshiretreehouse.org.uk

George & Anne Tweed Rooms, Westlea Primary
School, Langstone Way, Swindon SN5 7BT

www.wiltshiretreehouse.org.uk

Registered Charity: 1159719



Winners of the Wiltshire Life Awards: Charity of the Year 2024

A Pride of Swindon Award Winner 2022

If you would like to make a donation directly to our charity, you can do so on our [website](http://www.wiltshiretreehouse.org.uk)

www.wiltshiretreehouse.org.uk

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