



## The Top ways to raise the profile and engage the community

- linking with suitable corporate partners, which businesses could you involve and who could potentially support activities
- Linking with suitable business people with local profile who may work as associate governors and also help to signpost you for additional help where you need it
- Creating newsletters to the community – could be pupil led
- Creating newsletter to parents – could be pupil led
- Having better links with feeder nurseries (for primaries) – staff to visit and take “lessons”
- Having better links with feeder schools (for secondary/Academy) – staff to visit and take “lessons”
- Press releasing positive news stories and having a clear plan and strategic approach to PR
- Inviting the press to key events
- Making your website the centre point of communications
- Using social media to “spread the word” within the boundaries of safeguarding
- Making use of video and audio on your website (where permission is sought)
- Reviewing your “brand” and presentation of all School related materials
- Producing a prospectus both in print and digitally
- Inviting local people with a profile into your School and inviting the press along to report
- Holding community events (beyond the Christmas Fayre...movie nights, themed events, dances)
- Create an alumni – where you keep in touch with past pupils and activity get them involved