

**Family Justice Council Communications Strategy 2022/2023**

**Background**

It has long been felt that there is a lack of awareness of the valuable work that the Council carries out and that more could be done to promote its business to other organisations, the judiciary and litigants in person. It has been agreed, therefore, that a strategic approach should be taken to raise the profile of the Council and be one in which all members should engage.

**Business Objective**

An increased awareness of FJC business and improved use of the FJC webpages and other resources to enable better access and navigation of the family court for LiPs and interested parties.

**Communication Objective**

To employ a range of activities and resources to create communication channels, relay information and encourage engagement with other bodies.

**Key Messages**

* What the FJC is and what it does. Be clear about what it *cannot* do (for general public)
* Terms of reference
* Critical friend to FJB, provides expert advice from interdisciplinary perspective
* Produces guidance for professionals and/or LiPs
* Hosts events on topical issues
* Responds to government and other consultations
* Recent achievements

**Audience (see annex)**

* Judiciary
* Local Family Justice Boards
* Organisations and professional bodies
* Support groups
* Litigants in person and members of public
* Other interested parties (eg academics, researchers, Government departments)

**Communications Approach**

* All members and Secretariat to engage
* Build on existing stakeholder list and networks
* Engage with Judicial Office Communications Team

**Evaluation**

* Outputs (what has been produced eg meetings, newsletter, guidance, events)
* Outtakes (any changes as a direct result of the communication/engagement eg number of people attending events, questions about the topic, hits on internet/social media, feedback given either unprompted or when requested)
* Outcomes (any longer-term changes to behaviour or attitudes eg more engagement/interaction generally, increased level of interest in events or guidance)

**Communication Activities**

1. **Local Family Justice Boards**:
	* + Summary of FJC business/standing agenda item at LFJB meetings
		+ Members attend LFJB meetings/use promotional Powerpoint slides or video
		+ Use MoJ regional approach and attend monthly sessions with LFJB chairs
		+ Host meeting with LFJB chairs
		+ Seek input and feedback from LFJBs on relevant issues
2. **Other organisations, government departments and the judiciary**:
	* + Members to act as ambassador - several organisations each
		+ Share summary of FJC business
		+ Have quarterly standing agenda item
		+ Members to speak at meetings/use promotional Powerpoint slides or video.
3. **Website:**
	* + Review, improve and update – in conjunction with Communications Team
		+ Review and re-organise all sections/have sections for professionals, experts, LiPs
		+ Dedicated area for Experts work
		+ Publish video explaining the work of the FJC
		+ Use the FJC logo and website link on all documents
		+ One stop shop/links to other guidance
		+ Identify certain words for search engines and within website
4. **Twitter:** If and when permitted to have own account, otherwise use JO account.
5. **Other publications and email groups:**
	* + Provide items and updates to judicial and other journals eg Judicial College, Family Law

**Activity Schedule**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Activity | Date | Audience | Content  | Owner |
| 1 & 2 | On hold | Organisations | Record promotional video(s) | Members with Sec’t support |
| 3 | June/July 2022 | All | Website review (In progress) | Secretariat |
| 3 | Ongoing 2022 | All | Guidance review (Some in progress) | Members |
| 1 | From October 2021 | LFJBs | Host Teams meeting with LFJB Chairs | Sec’t & members |
| 1 | From October 2021 | LFJBs | Attend/present to LFJB meetings | Members |
| 2 | From Oct 2021  | Organisations and judiciary | Provide FJC business summary, agenda item, attend and present to meetings | Members |
| 6 | From Oct 2021 | Organisations | Provide items/updates to other publications | Members |
| 7 | From April 2022 | LFJBs, organisations and judiciary  | To promote any new guidance being launched, working groups to produce an article to support the launch. | Members |

**Updated June 2022**