

Forming Connections

RESPONSIBLE MARKETING PROCEDURE

Last reviewed: 27/05/2026

Next review due: 28/05/2027

Policy owner: Education Director

Applies to: All staff, contractors, volunteers, associates, and trustees

1. Introduction & Scope

The main aim of this procedure is to provide clear guidance on how **Forming Connections** markets its training services responsibly. We are committed to delivering high-quality teaching and learning, alongside exceptional customer service. This extends to ensuring our courses are promoted in a way that is fair, transparent, within legal guidelines, and reflective of the communities we serve.

This procedure applies to all marketing communications generated by or on behalf of Forming Connections across all media, including but not limited to:

- Website content and digital advertising.
- Social media platforms (e.g., LinkedIn, Instagram, Facebook).
- Email newsletters and direct promotional messages.
- Printed flyers, brochures, and course directories.

2. Core Principles

We commit that our marketing communications will always be honest, truthful, and respectful. As a CPD Approved Provider, we adhere to the following strict standards:

- **Honesty & Accuracy:** We will never mislead potential customers or delegates. Any statistics, testimonials, or data used in our promotions must be fully verified and credited to ensure transparency.
- **Impartial Guidance:** We will always promote our services fairly, enabling customers to make informed choices and offering impartial advice and guidance in line with our professional duty of care.
- **Legal & Ethical Compliance:** All marketing must be ethical, conform to principles of fair competition, and fully comply with all UK legislative and regulatory requirements (including the Committee of Advertising Practice CAP Code and UK GDPR data privacy rules).

- **Inclusivity & Respect:** We strictly avoid any derogatory, defamatory, or offensive statements or imagery, particularly in relation to race, gender, disability, sexual orientation, religion, or age.
- **Protection of Minors:** We will never market our services in a way that could cause mental, physical, or moral harm to a child or vulnerable person.
- **Brand Protection:** We will actively seek to prevent any unsolicited or spam marketing that uses the Forming Connections brand or logo without explicit prior authorization.
- **Platform Integrity:** We will never knowingly advertise our services in media, publications, or websites that host extremist views or explicit content.

3. Compliance & Review

As a sole director business, **Brenda Keirnan** assumes direct responsibility for reviewing and approving all promotional materials, text, and imagery before they are published to ensure full compliance with these principles.

If external contractors or associate trainers create promotional materials that feature or link to Forming Connections, they are required to review this document and strictly adhere to these guidelines.

We will regularly review our marketing communications to ensure they stay aligned with these core principles and evolve alongside industry best practices.

4. Procedure Authorisation & Review

This procedure has been approved & authorised by:

- **Name:** Brenda Keirnan
- **Position:** Director / Owner
- **Date:** 27th May 2026
- **Review Date of Procedure:** 27th May 2027 *(Or sooner if regulatory updates require changes)*