

UK MOVEMENT COMMS - GUIDELINES

Doc specs: Movement Comms, latest update 2/23

This document has now been replaced with [this one](#) - which contains more info!

This document sets out how to share a **UK-wide event or action** via XRUK movement communications. It includes:

1. [Planning your comms](#)
2. [Getting your message out onto UK Broadcast channels](#)
3. [Summary of all communication channels](#) and contact details (Rebellion Broadcast, Movement Broadcast, social media, email, website and more)

For local communications please contact your regional messaging group and consult the [Style Guide](#).

1 - PLANNING YOUR COMMS

1. **Plan your UK-wide campaign or action** in conjunction with the UK Action Circle calendar, or if it is an **event, workshop or training**, with the other relevant UK circles.
Contact the UK Action Circle Coordinators here:
Email: xr-action@protonmail.com
Mattermost: <https://organise.earth/uk/channels/uk-actions>
2. Make sure you have a **comms rep in your team** who can give the role sufficient time, or that it's factored in by coordinators.
3. Draw up a **Communication plan** for your campaign, including a timeline of messages with clear information to promote the action and engage rebels.
4. **Questions to consider:**
 - Is the action/event name clear and engaging?
 - Who is it aimed at and what is the call to action?

- Are the date, time & location clear?
 - What pathways are you offering to engage rebels into roles?
 - Are you keeping the action secret but want to broadcast a ‘newsflash’ on the day to help promote it?
 - Have graphics been drawn up for use with the campaign?
 - Are Facebook event links ready to go?
5. If you’re sharing a **Movement of Movements** event involving groups other than XRUK please consult [this protocol](#) (before sending it to the broadcast team).
 6. Consider the appropriate channels of communication and follow the relevant process below. See Section 3 for more details on each channel of communication.

Contact details

If you have any questions or are looking for guidance please contact:

UK Movement Communications:

- Email: Mov.Comms@extinctionrebellion.uk
- Mattermost: [Movement Communications Reception](#)

2 - BROADCAST COMMS

To send a message out on the UK Rebellion or Movement Broadcast channels follow this process:

1. **PLEASE READ the Broadcast Style Guidelines**, which includes formatting, visual design guidelines and more: <https://xrb.link/k49fWf0hy3>
2. **Draw up a message to broadcast UK-wide.**
3. **Check it’s all ready to go, including links and supporting documents.**
4. **Send your message to one of the Broadcast teams:**

Rebellion Broadcast

UK-wide actions, campaigns & strategy only.

Share the message to the team via **one** of these routes:

- Email with **‘Rebellion Broadcast Request’** in the subject line:
Mov.Comms@extinctionrebellion.uk
- Mattermost: [Broadcasts & Comms Requests](#) channel

Movement Broadcast

UK-wide events, training, workshops or role adverts only.

Share your request via **one** of these routes:

- Mattermost: [Broadcasts & Comms Requests](#) channel.
- Email with **‘Movement Broadcast Request’** in the subject line:
Mov.Comms@extinctionrebellion.uk

Give 2 weeks lead time, or more if possible. This time is needed to check the message content, connect with other teams (if needed) and schedule the message (assuming the teams feel it’s appropriate to put out).

5. Messages are checked and edited by the Broadcast Comms team for consistency with the guidelines. The team includes coordinators from across UK groups including Operations, M&M and Actions.

6. POSTED! The message is broadcast.

Key reminders:

- **Keep messages short** and link out to further information. Aim to hold attention.
- **Leave time for your message** to land. It can sometimes take weeks for a message to reach Local Group channels. The schedule can get busy and only 1-2 posts go on the broadcast each day.
- **Encourage your group** to check the broadcast channels. Don’t cascade information so it is repeated, unless it feels needed.
- **Be inclusive - don’t share messages before they’ve gone out on broadcast.** The Telegram broadcasts are both synced up with Mattermost, so people can see the messages on both channels. It also means details can get checked for accuracy.
- If you need to share a **Status Update** from a campaign group (eg. 100 Days, Strategy group) contact the Movement Comms coords to decide on the best routes if not yet public facing.

3 - XRUK COMMS CHANNEL SUMMARY

REBELLION BROADCAST		
Platforms:	Telegram	https://t.me/rebellionbroadcast
	Mattermost	https://organise.earth/uk/channels/rebbrdcareception
Focus:	• UK-wide actions & campaigns (or actions of UK-wide interest) • UK strategy • Rebellion information • Action support	
Process:	See UK Broadcast Comms guide above. NB: The Movement Comms team decides when to schedule the message and if it's appropriate to send out.	
Timing:	1 month, 2 weeks in advance minimum	
Format:	Broadcast Style Guide	

MOVEMENT BROADCAST		
Platforms:	Telegram	https://t.me/MovementBroadcast
	Mattermost	https://organise.earth/uk/channels/rebbrdca-movement-broadcast
Focus:	UK-wide: • Events • Talks & Training • Workshops • XRUK volunteer role adverts	

Process:	See UK Broadcast Comms guide above. NB: The Movement Comms team decides when to schedule the message and if it's appropriate to send out.
Format:	<u>Broadcast Style Guide</u>

XRUK SOCIAL MEDIA

Platforms:	Instagram	https://instagram.com/xrebellionuk?igshid=YmMyMTA2M2Y=
	Twitter	https://twitter.com/XRebellionUK?s=20&t=Tgwn7xQC8ELJ2z5TXmQM0Q
	TikTok	@XRebellionUK https://vm.tiktok.com/ZMLWUWtSW/
	Facebook	https://www.facebook.com/XRebellionUK
Focus:	Promotion of your event on UK social media	
Process:	Fill in this form: https://xrb.link/u83uxe7bMx8 or email xruksocialmedia@protonmail.com NB: The social media team decides when to schedule the message and if it's appropriate to send out/that it meets criteria.	
Timing:	1 week in advance minimum	

FACEBOOK: EVENTS

Platforms:	Facebook
Focus:	Events
Process:	Ensure the facebook design and content follows <u>Movement Comms Style guidelines</u> before posting.

	Co-host your events with XRebellionUK, XRUK Talks & Trainings, Nations & Regions and more
	See the events and FB Groups guide
Timing:	2 weeks in advance

XRUK WEBSITE: EVENTS	
Platforms:	Website https://extinctionrebellion.uk/act-now/events/
Focus:	Event page
Process:	Get your event up on the XRUK Website by creating a Facebook event and either: Following steps in the events and FB Groups guide or contacting Movement Broadcast: Requests channel on Mattermost. Please try to ensure the design follows Movement Comms Style guidelines before posting.
Timing:	2 weeks in advance

XRUK EMAIL LIST	
Platforms:	Email
Focus:	Regular emails to UK list for campaign mobilisation & involvement, volunteering and fundraising. Analysis of interaction by subscribers to output feeds growing knowledge of this audience.
Process:	A complex audience requires careful and segmented use. Be aware that all content sent in is included in UK emails. Input is taken from UK circles (contact mattermost reception) and the Movement Comms calendar.

	Contact UK Email Team Reception channel with a message for consideration, but please be aware not all content will be included. For the monthly Global Newsletter (separately managed) email: xr-newsletter@protonmail.com
Timing:	Well in advance

XRUK M&M BROADCAST		
Platforms:	Telegram	https://t.me/joinchat/G_0L35bSS0Nwl9g-
	Mattermost	https://organise.earth/uk/channels/media-messaging-broadcast
Focus:	Content comes directly from XRUK M&M, to share with your regional, local, personal channel eg. press releases, social posts	

M&M LIVE ACTION CONTENT CHANNEL		
Platforms:	Telegram	https://t.me/joinchat/G3fKApk00K4yMDA0
Focus:	Open chat for sharing live from XR actions e.g. photos, videos, short description for teams to draw on for M&M.	
Process:	Post directly	

M&M NATIONS & REGIONS BROADCAST CHANNELS		
Platforms:	Various: Telegram, Facebook etc	
Focus:	National & Regional actions and events	

Process: See [information](#) for each Regional channel as it varies.

Only use this route if you need specific support from R&N or have content for them to post - go via your regional M&M rep if possible.

MATTERMOST XRUK / XRGLOBAL TOWN SQUARES

Platforms:	Mattermost	XR's dedicated chat platform.
	XRUK Town Square	https://organise.earth.uk/channels/town-square
	XRGlobal Town Square	https://organise.earth/xr-global/channels/town-square
Focus:	The Town Squares are busy channels. Only post here if your message is not being shared on the Rebellion Broadcast or Movement Broadcast. See below for XRGlobal info.	
Process:	Anyone who has a Mattermost account can post in the Town Square and any public and private channel of which they're a member.	
XRGlobal:	If your event is for XR world-wide, join the XRGlobal Team (+ sign at the bottom of the Team column - scroll down the teams until you get to the X's) and post in their Town Square. Make it clear it's a UK event open to XRGlobal - don't forget to update the time to UTC!	