

Guidelines for PR

It is important that Engineers Without Borders Sweden have a professional and trustworthy image in order to attract interest from NGOs, potential sponsors, and new members. It is also important for local groups to be able to have a level of autonomy with regards to their own PR needs - for example, advertising their group's activities in order to attract new members/collaborators/sponsors, start up new International Projects or Inspire/DRI initiatives, or advertise local events. It seems to be the preference of the national organisation that the majority of PR should be conducted centrally, in order to maintain the integrity of Engineers Without Borders Sweden's image, with the exception that each local group may have their own Facebook page. This makes it very difficult to direct interested members/collaborators/sponsors to a platform where they can get up to date information about local groups and their activities. The best option currently is to direct interested parties to the national website, which is generic to the organisation, and has very little information about the local groups and their activities. Furthermore, it has been suggested previously that local groups should not have their own space on the national website as it is not thought that they will be able to keep them updated. This is very restrictive for the local groups as it leaves little opportunity to create meaningful and up-to-date information about their activities. The solution proposed here is that a set of guidelines be issued by the national organisation that covers how PR should, and should not be, conducted. This document could be developed in partnership the PR responsible persons at each of the local groups. This could be complemented with PR training documents – with examples of good/bad PR, and lists of considerations - that could be distributed in order to reinforce the guidelines. Clear instructions for how to upload content to the national website should also be given.