

Marketing Activity Plan 2021

February

Activity	Description	Involving
Social Media	Black history month Sharing of articles and using hashtags to promote the cause and diversity	Jo to lead all to share
Videos/Social	I am the Bar/Bridging the Bar	All – see attached schedule
Videos/Social	Route to the Bar	All – see attached schedule
Videos/Social	Pupils – one month blog	Pupils – Jo to provide information
Website news	Introducing our Pupils Individual social posts introducing our Pupils Email to all solicitors on the Pupils	Pupils
Law update family	Team to work together on a family law update with Pupils supporting with research	Neelam (Jo and Neelam to discuss). Pupils to support.
New Barrister announcement	Website profile Announcement Photography	Jo/Naomi
PR	Summary of our thoughts on the latest 'The Road Ahead' published document	Kylie to prepare and work with Jo to publish
PR	Submission of Women in Law pledge on our commitment to Women in the law profession	Jo to work with Andrew to secure policies
PR	I am the Bar Wellness Certification Secure certification for Chambers	Jo to work with Sarah on policies and sending off
Karma Nirvana	Blog and outreach to organisation to formalise some alliance	Jo to work with Neelam
Social Media	Social Justice Day (20 th) Sharing of articles and using hashtags to support cause	Jo to lead all to share
Wellness blog	Wellness at the Bar blogpost	Jo to work with Francesca
PR	North Eastern Circuit Diversity meeting	Jo to attend and work on key initiatives for our plan

March

Activity	Description	Involving
Videos/Social	I am the Bar/Bridging the Bar	All – see attached schedule
Videos/Social	Route to the Bar	All – see attached schedule
PR	Pupillage article – to be shared on I am the Bar	Jo and Jazmine – subject to be decided
Social Media	International Women's Day (8 th) Blog and interviews with female Barristers pushed to social	Volunteers required for interview please contact Jo
Social Media	Women's History month Sharing of articles and using hashtags to support	Jo to lead all to share
Law update criminal	Team to work together on a criminal law update with Pupils supporting with research	David, Richard, Ben and Pupils to work with Jo
New Barrister announcement	Website profile Announcement Photography	Jo/Naomi
PR	Mini-pupillage programme with Bridging the Bar	Discuss with Neelam/Olivia/Jo and Sarah re supporting
Social Media	World Storytelling Day (20 th)	Jo to lead all to share
Social Media	Racial Discrimination Day (21 st)	Jo to lead all to share

April

Activity	Description	Involving
Videos/Social	I am the Bar/Bridging the Bar	All – see attached schedule
Videos/Social	Route to the Bar	All – see attached schedule
PR	Pupillage article – to be shared on I am the Bar	Jo and Sam – subject to be decided
Law update Regulatory	Team to work together on a criminal law update with Pupils supporting with research	Richard to work with Pupils
New Barrister announcement	Website profile Announcement Photography	Jo/Naomi
Social Media	World Health Day (7 th) Sharing of articles and using hashtags to support	Jo to lead all to share
Social Media	Ramadan (12 th) Sharing of articles and using hashtags to support	Jo to lead all to share
Social Media	Stress awareness day (16 th) Sharing of articles and using hashtags to support	Jo to lead all to share

May

Activity	Description	Involving
Videos/Social	I am the Bar/Bridging the Bar	All – see attached schedule
Videos/Social	Route to the Bar	All – see attached schedule
PR	Pupillage article – to be shared on I am the Bar	Jo and Rebecca – subject to be decided
Social Media	Ramadan (12 th) Sharing of articles and using hashtags to support	Jo to lead all to share
Campaign	Schools outreach Offer our team to provide talks	Jo with Francesca and Rebecca
Social Media	International Day of Families (15 th) Sharing of articles and using hashtags to support	Jo to lead all to share
Social Media	Day against homophobia (21 st) Sharing of articles and using hashtags to support	Jo to lead all to share

June

Activity	Description	Involving
Videos/Social	I am the Bar/Bridging the Bar	All – see attached schedule
Videos/Social	Route to the Bar	All – see attached schedule
PR	Pupillage article – to be shared on I am the Bar	Jo and Hannah – subject to be decided
Social Media	Pride month Sharing of articles and using hashtags to support. Blog and video interviews	Jo to lead all to share
Campaign	Crown Chambers 1 year anniversary Campaign involving blogs, interviews, cards, gifts, events etc	Jo and Naomi to plan
Social Media	International Children's Day (1 st) Sharing of articles and using hashtags to support	Jo to lead all to share

July

Activity	Description	Involving
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Videos/Social	I am the Bar/Bridging the Bar	All – see attached schedule
Videos/Social	Route to the Bar	All – see attached schedule
PR	Pupillage article – to be shared on I am the Bar	Jo and Ben – subject to be decided
Social Media	Disability Independence Day (26 th) Sharing of articles and using hashtags to support	Jo to lead all to share
Campaign	Lincoln expansion Campaign involving blogs, interviews, cards, gifts, events etc	Jo and Naomi to plan
Social Media	World day against trafficking of humans (30 th) Sharing of articles and using hashtags to support	Jo to lead all to share

August

Activity	Description	Involving
Videos/Social	I am the Bar/Bridging the Bar	All – see attached schedule
Videos/Social	Route to the Bar	All – see attached schedule
Social Media	Women's Equality Day (26 th) Sharing of articles and using hashtags to support	Jo to lead all to share

September

Activity	Description	Involving
Videos/Social	I am the Bar/Bridging the Bar	All – see attached schedule
Videos/Social	Route to the Bar	All – see attached schedule

October

Activity	Description	Involving
Videos/Social	I am the Bar/Bridging the Bar	All – see attached schedule
Videos/Social	Route to the Bar	All – see attached schedule
Social Media	World Mental Health Day (10 th) Sharing of articles and using hashtags to support	Jo to lead all to share
Social Media	International wrongful conviction day (2 nd) Sharing of articles and using hashtags to support	Jo to lead all to share

November

Activity	Description	Involving
Videos/Social	I am the Bar/Bridging the Bar	All – see attached schedule
Videos/Social	Route to the Bar	All – see attached schedule
Social Media	International Men's Day (19 th) Sharing of articles and using hashtags to support	Jo to lead all to share

December

Activity	Description	Involving
Videos/Social	I am the Bar/Bridging the Bar	All – see attached schedule
Videos/Social	Route to the Bar	All – see attached schedule
Social Media	International Day of Persons with Disabilities (3 rd) Sharing of articles and using hashtags to support	Jo to lead all to share
Social/Media	International Human Rights Day (10 th) Sharing of articles and using hashtags to support	Jo to lead all to share

Other activities:

- Website continued change/optimisation
- Giveaways
- Regular Crown Newsletter
- Case studies/capturing cases
- New laws/changes to cover
- Alignment with key organisations

Video instructions

- When shooting your video, ensure you are appropriately dressed
- Always hold the phone in landscape mode, not portrait to film
- Ensure you have good light in the room, a lamp in the corner or close by will work
- Look to capture a minimum of 45 seconds and a maximum of 2 minutes
- Start with 'My name is X, and I am a Barrister with Crown Chambers in Hull'
- Be yourself, the video doesn't need to be polished or perfect
- Videos will be edited with the Crown logos
- Whats app videos to 07501887881

Example videos:

I am the Bar/Bridging the Bar - <https://vimeo.com/480330159>

Route to the Bar - <https://vimeo.com/480320805>

I am the Bar Campaign information

In Summer 2018, the Bar Council launched 'I am the Bar', to profile the experiences of those who have succeeded at the Bar from "non-traditional" backgrounds.

The award-winning campaign is designed to:

- Raise the profile of social mobility to encourage aspiring barristers from under-represented backgrounds.
- Highlight efforts made to improve access to & diversity at the Bar.
- Support efforts to improve insight into the profession, drawing together social mobility efforts across chambers, Inns, other organisations and individual barristers.

Bridging the Bar information

Bridging the Bar believe that for any organisation to reach its full potential, it must reflect the diverse society that we live in. They recognise that a lot of good work has been done to create greater opportunities at the Bar, there is still a need to incentivise – and support – the organisations, and individuals doing this important work in isolation and the students from non-traditional backgrounds aspiring to a career at the Bar.

We believe that the 'bridge' between today's Bar and the diverse Bar our society needs can be built by achieving three objectives:

- Equal access to opportunity - An integral part of equal access to opportunity is enabling students from non-traditional backgrounds to gain practical work experience with barristers in all forms of employment.
- Mentorship - At an individual level, mentorship is often a key factor for students in gaining insight and understanding how best to navigate the challenges they may face in their pursuit of a career at the Bar.
- Transparency - It is important for students to understand what the various organisations at the Bar are doing to recognise the current inequality of opportunity. Without this, we cannot be certain of what change is taking place, and where.

Route to the Bar information

Using the hashtag '#MyRouteToTheBar', tweeting barristers offered a brief timeline of their careers — starting from secondary school and ending at tenancy. Evidence of alternative and unconventional routes to qualification, including career changes to law, will undoubtedly offer aspiring barristers comfort considering the competition for pupillage is fiercer than ever.

The Twitter trend was started by CrimeGirl, an anonymous criminal barrister, who revealed she began her career as a receptionist, then subsequently became a legal secretary, a paralegal, and a mature law student, before going on to complete a training contract and, after transferring to the bar, securing tenancy.