

Guidelines Document

for schools

Document Summary

This document outlines a variety of assets that your school can use to amplify the message of the Our Schools, It Takes A Team Campaign from SASPA.

In doing this, you will be spreading awareness of the great work that is being done by all parties that support a student's journey of growth.

Static graphic assets and editable Canva templates will be provided separate to this document for usage on your communications channels.



General Asset

Social Templates

Instagram / Facebook



Use the above image assets at your discretion on your school's Instagram or Facebook, as visual assets to accompany copy text explaining how 'everyone can play a role' in making your school a great place for children to grow.

Newsletter



The following image asset can be used in the body of newsletters to introduce the campaign to staff members at your school.

General Asset

Social Templates



Stand alone assets to be used at your discretion on your school's Instagram or Facebook, as visual assets to accompany copy text explaining how 'Everyone can play a role' in making your school a great place for children to grow.

Above image assets provided by SASPA separately to this document.

School Specific Asset

Instagram / Facebook



In the above option, this editable Canva asset allows for your school logo to be tied to the campaign brand. We encourage you to write accompanying copy text that summarises your involvement in the campaign and describes in your own words how your school is helping to grow futures.

Social Templates

Newsletter



Quote Asset

Social Templates

Instagram / Facebook

Newsletter



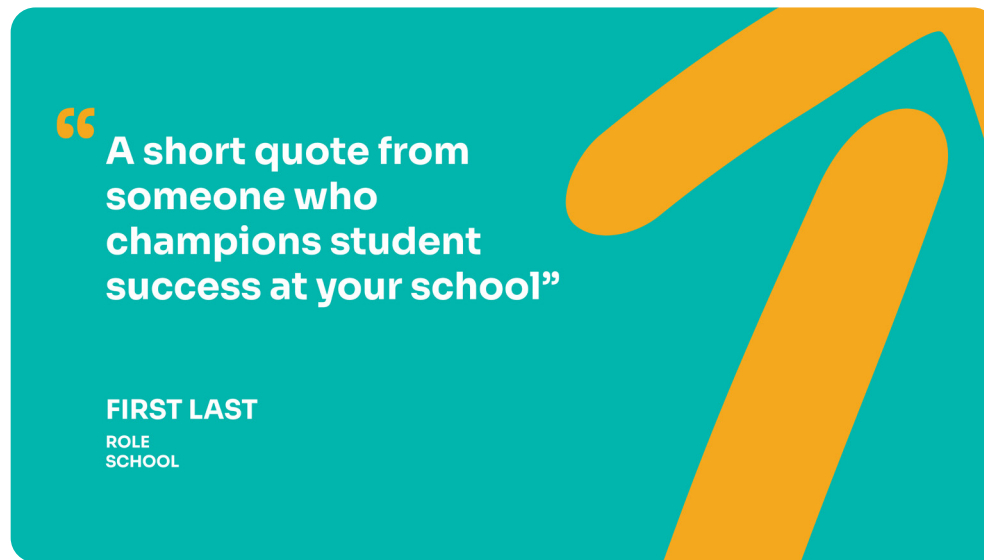
In the above editable Canva asset, we encourage you to obtain a quote from a member of staff that has gone above and beyond to support student growth in your school.

Quote Asset

Social Templates

Instagram / Facebook

Newsletter



This secondary option allows for a standalone quote to be added, if an image asset is not available.

Example Imagery

We encourage you to source imagery specific to your school for usage in assets of this campaign. When selecting imagery for visual communications, ensure it reflects the diversity of different individuals that support students.





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