

GETTING INVOLVED:

A Guide to Family Mediation Week 16 - 20 January 2023

THE MEDIATION PLEDGE!

Organised by the FMC, Family Mediation Week (16 - 20 January 2023) is an opportunity to raise awareness of family mediation and its benefits to separating families. Our aim is to let people know about the benefits of family mediation and encourage separating couples to think about family mediation as a way of helping them take control, make decisions together and build a positive future for their family.

This year we have decided to launch the 'Mediation Pledge' to actively encourage everyone to work collectively as a community to help raise awareness of family mediation among members of the public, solicitors and other professionals working with separated families. We ask that everyone makes a pledge to do at least one thing in the week of Family Mediation Week to raise awareness of the benefit of family mediation. If everyone reading this makes just one pledge in family mediation week we could reach an incredible number of people.

We have chosen these dates because January is the month in which the media especially focuses on separated families and relationship breakdown, which means that all media outlets are likely to be especially receptive then to the stories we produce.

WHAT WILL HAPPEN DURING FAMILY MEDIATION WEEK?

Over the course of the week itself we will be presenting webinars, publishing resources, information, blog posts, engaging in social media activity and issuing news stories to local, regional and national media explaining the benefits of mediation for separated families.

We hope you will get involved by promoting and joining our events, using the resources we make available to promote mediation and your business, and making one or more pledges. We will send out an e-mail each day letting mediators know what is happening that day, but you can plan ahead by looking at the timetable of events www.familymediationcouncil.org.uk Webinars will be recorded and available to watch after the event.

AT A GLANCE

Challenges

- Raise awareness
- Share the benefits
- Encourage thinking

Benefits

- Helping separated families
- Working as a community
- Building our reputation





SUGGESTED PLEDGES:

I pledge to make contact with my local domestic violence agency and introduce myself and explain the work that I do and how I can help victims of domestic violence

#MYMEDIATORPLEDGE

I pledge to contact my local judiciary and educate them about mediation

#MYMEDIATORPLEDGE

I pledge to contact my local MP and share the benefits of mediation

#MYMEDIATORPLEDGE

I pledge to share on social media the exciting seminars lined up for the general public and encourage my connections to also share #mymediatorpledge

#MYMEDIATORPLEDGE

I pledge to contact my local radio station to promote #mymediatorpledge

#MYMEDIATORPLEDGE



WE NEED YOUR HELP!

This year we are pushing to target the general public to educate them about the benefits of choosing mediation as an option to resolve their dispute rather than going to court.

Make a pledge to reach out to your local community during Family Mediation Week and tell us about it on social media.

You can also pledge to do more than one thing, or make a pledge each day during Family Mediation Week.



Any help, no matter how small can really make a difference and raise awareness

WHAT ELSE IS TAKING PLACE?

Sally Clark and Alexis Walker both accredited Family and Child Inclusive Mediators, have prepared a presentation aimed at the judiciary to educate them about the role of the mediator and how a child's voice can be heard. This presentation is available on request.

We are planning on hosting seminars to introduce mediation to teachers and will be in touch with the DfE to reach as many teachers as possible.

The University of Exeter have also confirmed they are happy for us to ask mediators to share their resources for their project, 'The Rights Idea' as part of FMW.

Information about all of these materials will be made available to mediators during Family Mediation Week, so that they can use them in marketing activity during the week itself, and beyond.

Spread awareness of Family Mediation across the UK

The logo for Family Mediation Week is a circular emblem with a dark purple outer ring and a white inner circle. The words "family mediation week" are written in a dark purple, cursive-style font within the white circle.

family
mediation
week

HOW CAN YOU GET INVOLVED?

There are many ways in which you can get involved with Family Mediation Week, which will all help to promote your own service, as well as raising awareness of mediation as a whole.

Even if you do just one thing every day during the week 16 - 20 January 2023, you will be helping to create a bigger wave of awareness and momentum that will ultimately benefit your service by encouraging more people to choose mediation.

Send us some of the positive things your clients have said about family mediation - this can be anonymous if your clients would prefer that. Post on social media what has been said and include @FamilyMedWeek and remember to add #familymediationweek. This is a really good way to let people know how life-changing family mediation can be.

Engage with us on social media - if you use Facebook, LinkedIn or Twitter, please 'like' our page, or follow us on Twitter (see links below and in Resources & Information section), and keep a lookout during Family Mediation Week for content that you can like, share or retweet to your followers. Even if all you do is retweet, like or share the content we put out during Family Mediation Week, this would help us to reach thousands more people with information about the benefits of mediation. If you use LinkedIn, why not post links to the Family Mediation Week videos, blogs and news stories on your LinkedIn profile? Again, this will help spread the word, raising your own profile and also that of mediation.

Change your profile photo - the Family Mediation Week image is available to use as your LinkedIn, Facebook or Twitter profile photo for the week. This alone will help put family mediation in the spotlight and encourage more people to Google, Family Mediation Week, in order to find out more.

Use and share the content we create - we will be posting new content every day during Family Mediation Week on the Family Mediation Week website. Please share this content with clients and contacts in whatever ways you feel are appropriate.

Send an email - you might have a potential client who is considering mediation. Sending them an email with a link to one of the videos (e.g mock mediation) might just help them to decide whether mediation is right for them.

A stylized icon of an open envelope with a circular seal on the flap, rendered in shades of purple and blue.

http://

A simple grey arrow cursor pointing towards the top right corner of the page.

family
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week

HOW CAN YOU GET INVOLVED?

Host an event - It doesn't have to be a big event. A drop-in session at your premises, or somewhere more central in your town or city, where people can come to find out more about family mediation, can help create awareness. Holding an event also gives you an opportunity to send a story out to the media in your area. If you decide to do something, remember to let people know by using @FamilyMedWeek and Facebook

Offer something for free - offering information or advice free of charge can really help people engage with you and your service. Consider offering a free half-hour consultation during Family Mediation Week, promote it on your website, mention it on any social networks you use, and let the local media know that local people can access expert advice, free of charge, during Family Mediation Week. If you decide to do something, remember to let people know by using @FamilyMedWeek and Facebook

Please do get in touch with us sarah.manning@clarionsolicitors.com if you have anything of your own that you would like to contribute and we can add you to the schedule.

KEY CONTACTS



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USEFUL WEBSITES & SOCIAL MEDIA LINKS



<https://www.linkedin.com/company/family-mediation-council>



Family Mediation Week website
www.familymediationcouncil.org.uk/fmw/



Facebook page:
www.facebook.com/FamilyMediationCouncil/



Family Mediation Week Twitter
Handle: @FamilyMedWeek
Hashtag: #familymediationweek



[@familymediationweek](https://www.youtube.com/@familymediationweek)



Feed: www.twitter.com/fammedcouncil or
@FamilyMedCouncil