



## Getting involved:

A guide to Family Mediation Week  
22-26 January 2018



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## What is Family Mediation Week?

Organised by the FMA, this year's Family Mediation Week (22-26 January 2018) is an opportunity to raise awareness of mediation and its benefits for separating families. Our aim is to let more 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.

Family Mediation Week focuses on working collectively to help raise awareness of family mediation among members of the public. The event allows us to create and promote family mediation-specific information.

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 the media outlets are likely to be especially receptive then to the stories we produce. The week happens towards the end of the month, so that all of us have a chance to settle back into work after the holidays before we launch ourselves into campaigning.

## Key contacts

Ashley Palmer  
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## Useful websites & social media links

Family Mediation Week website: [www.familymediationweek.org.uk](http://www.familymediationweek.org.uk)

Family Mediators Association website: [www.thefma.co.uk](http://www.thefma.co.uk)

FMW Twitter handle: [@FamilyMedWeek](https://twitter.com/FamilyMedWeek)

FMW Twitter hashtag: [#familymediationweek](https://twitter.com/FamilyMedWeek)

FMA Twitter feed: [www.twitter.com/info\\_fma](https://twitter.com/info_fma)

(or, if you are searching in Twitter itself, @info\_FMA)

Facebook page: [click here](#)



## What will happen during Family Mediation Week?

Over the course of the week itself, FMA will be publishing resources, information and blog posts, engaging in social media activity and issuing news stories to local, regional and national media explaining the benefits of mediation for clients. We will send an email to members each day, explaining what is happening on that day, and suggesting some simple activity that will help. The week will be based around the theme: “Certainty after chaos”, with a different angle on this message for each day.

- Day 1 – Somebody, please help – discussing the value of mediation, its benefits and how the public can find a mediator.
- Day 2 – Take a breath, evaluate and then take a step forward – this is a much more children-focused day, explaining how mediation can help parents to understand how their children are feeling about the separation and to build a parenting plan.
- Day 3 – Listen, be listened to and stay in control – the long-term benefits of mediation, learning how to communicate in a different way, providing long-term solutions, understanding that court is not necessarily a place in which you will be listened to.
- Day 4 – A sense of purpose and making it work for everyone – focused on finances in particular, addressing fears about finance, explaining that mediators can help clients to produce clear practical solutions, which can be turned into binding agreements.
- Day 5 – Looking back with pride on what has been achieved – resilient families, who focus on the future not the past, giving children freedom to be happy with both parents.

We have developed a number of resources that we will be distributing via different channels over the course of the week. We will be engaging with the national and local media too, to help put family mediation in the news.

**Information about all of these materials will be made available to FMA members during Family Mediation Week, so that they can use them in marketing activity during the week itself, and beyond. A number of resources for the week are already available on the members’ area of the FMA website – [thefma.co.uk](http://thefma.co.uk) – you should find everything you need in the Family Mediation Week section of the members’ area. Also have a look at the main Family Mediation Week website, also run by FMA, to see some of the information already posted in advance of the week itself.**



## What has been happening in the run up to Family Mediation Week?

FMA members have received emails from FMA containing ideas for promoting Family Mediation Week, including some materials for you to use. During the week itself there will be a daily email, reminding members about the existing resources and providing new materials.

More generally FMA has been promoting Family Mediation Week through the Family Mediation Week website, which includes some materials for anyone to use; we are committed to making this an opportunity for all family mediators to promote the use of family mediation around the country.

## How can I 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 22 to 26 January, 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.**

Here are some ideas for getting 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.**

***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 from this year or last year, for example the interview in which a client talks about her experiences of the mediation process, might just help them decide whether mediation is right for them.

***Put up a poster*** – or, better still, ask local businesses, community centres or GP surgeries to put up posters, too. A variety of Family Mediation Week posters are available on the



members area of the FMA website and on the Family Mediation Week website for everyone to download; getting as many of these displayed in your local area as possible will help to get people talking about mediation.

*Engage with us on social media* – if you use Facebook 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 reach thousands more people with information about the benefits of mediation. Useful guides, including sample tweets and Facebook posts can be found on the Family Mediation Week website and the members’ area of the FMA website.

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* – this Family Mediation Week image is available to use as your 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 both the [FMA website](#) and the [Family Mediation Week website](#). This content will also be published on the [FMA Twitter feed](#) and our Facebook page. Please share this content with clients and contacts in whatever ways you feel are appropriate.



## Resources

We are promoting a number of videos during the week – these can be shared on Facebook and via Twitter. We are very grateful to the Creating Paths to Family Justice team, especially Jan Ewing and Ann Barlow, to Voices in the Middle for working with us again this year, providing views on family separation directly from children, and to Ashley Palmer, Fegans, Mediation Awareness Week, Adeline Garman from Social Overload, Suzy Miller and to everyone who has been kind enough to supply us with a blog. Please do get in touch with us if you have anything of your own that you would like to contribute . . .

Nine videos from previous years are already available and may be useful on your own website or as a link to show to potential clients or media contacts. All of them can be found at <http://www.familymediationweek.org.uk/videos/>.

You may be especially interested in [\*How can mediation help me?\*](#) – a short, animated video, outlining the benefits of mediation in helping to navigate the bumpy road of separation or divorce to help illustrate the [mediation works](#) message.



**More promotional materials are available on the FMA members site at [www.thefma.co.uk](http://www.thefma.co.uk)**