

- INSIDE:**
- About PlaceShapers
 - Communications network
 - Ways to be involved
 - Communication tools
 - Our brand



PlaceShapers

Together we help communities thrive



Communications Guide

Communicate | Connect | Collaborate

How to get the best communications value from **PlaceShapers**





About PlaceShapers

We're PlaceShapers, the national network of place-based housing organisations.

We're a collective of collaborators, change-makers and policy-shapers.

We're a voice for our members and our communities, because many voices can make a bigger difference than one.

Together, we go beyond housing. **We help communities thrive.**

Our 2023 to 2026 strategic plan sets out how we:

Communicate:

the unique role of place-based housing associations to ensure the sector is understood and valued by politicians and stakeholders.

Connect:

with our members and facilitate access to support to help them address the challenges they face in delivering their place-shaping role.

Collaborate:

with members and the wider sector to give residents a voice that is heard by housing associations and government.





Communications network – for members, by members

We have a core communications network made up of communications professionals in member organisations. They give their expertise, energy and time to our projects and campaigns.

Together they create resources, campaigns and activities to support our work.

Our regional communications co-ordinators lead activity with members on all things relating to communications.

Your regional co-ordinator will keep you in touch with what's happening. If you're not sure who they are, check www.placeshapers.org/networks/communications-network.

Our channels

X (formerly Twitter): A network of more than 7,000 professionals and sector leaders

LinkedIn: Our professional network

YouTube: Telling stories through real people

Communications library:

Resources to help you in your placeshaping role. This includes:

- Toolkits on topical issues
- Communication tools
- Links to communication work we have created in partnership
- Logos and brand guidelines

www.placeshapers.org/login/

The password is **ThrivingCommunities2026**.

Be active

Be part of the communications around projects and campaigns. This could be by supplying data, case studies, writing to your MP or raising awareness through social media.

Tell stories

We're always keen for stories which show resident-led impact around our projects and campaigns, both in writing and on screen. Share those stories and we will amplify them and make them part of our campaigning.

Share

Share general stories of what makes you a PlaceShaper, ideally with photos. Just tag us on **X** (formerly Twitter) or **LinkedIn** and we'll amplify and share with our followers too.

Join in

Join free-to-members events and spread the word internally so your colleagues also have the chance to attend. www.placeshapers.org/events

Network

We have regular events for the communications professionals in member organisations. You'll hear about them from your regional co-ordinator or check the website.

Sign up

Sign up on the website to receive emails direct to your inbox which keep you up to date.

www.placeshapers.org/about-us/contact-us

Communication tools

You can find all our resources in the communications library.

www.placeshapers.org/login/

The password is
ThrivingCommunities2026

Press release boiler plate

We're a member of PlaceShapers, a national network of place-based housing organisations that helps communities to thrive. We connect, communicate and collaborate for greater influence.

Follow **PlaceShapers** on **X** (formerly Twitter) or go to www.placeshapers.org

Internal communications content

Use the content below for your internal communications and on your website.

We're a member of PlaceShapers, a national network of place-based housing organisations.

We put place-shaping at the heart of decision-making, helping to create communities where people thrive.



We **connect, communicate** and **collaborate** for greater influence. We sign up to PlaceShapers' principles:

1. We put our residents and customers at the heart of what we do and the genuine impact on our organisations.
2. We provide more than just landlord services because we care about people and places.
3. We build homes that respond to the needs of the communities we serve.
4. We work collaboratively and actively with our local authorities and other local partners to improve and shape places at both a strategic and operational level.
5. PlaceShapers is run by members, for members and we are committed to a diverse, values driven housing association sector.

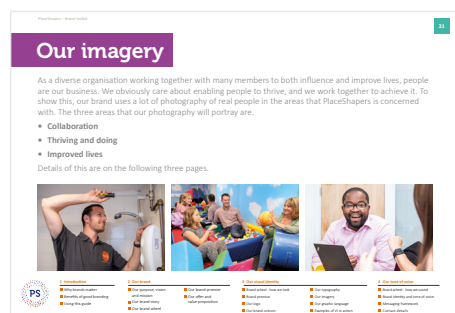
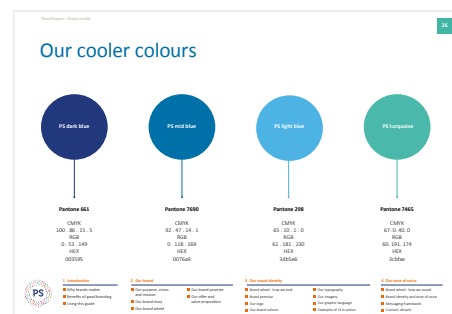
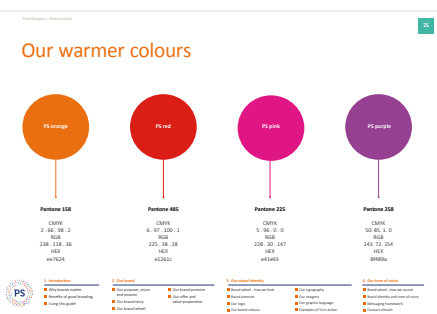
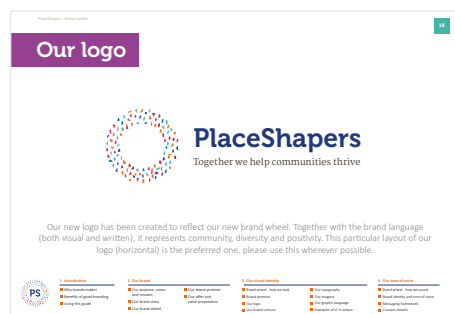
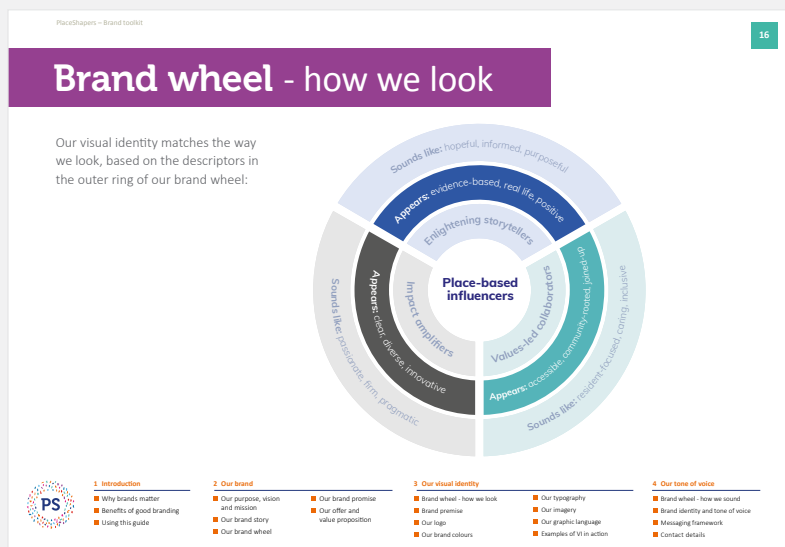
Being a member gives us access to:

- A network of **like-minded organisations**
- **Lobbying and policy influence** with politicians and stakeholders on the issues that matter to place-based housing associations
- **Case-studies** and **opportunities to learn** from like-minded housing organisations
- **Special interest** groups, **expertise** and advice on a range of issues
- Free places at PlaceShapers' **Annual Conference** and **events**
- Access to **member-only resources** to support us in our placeshaping work.



Our visual brand helps us to flourish. It shares our personality, values and the way we interact with others. You have a vital part to play in bringing our brand to life.

Download the full brand toolkit from our website communications library.





PlaceShapers

Together we help communities thrive



Scan to visit our website:
www.placeshapers.org



Scan to view our
X (AKA Twitter) feed:
[@placeshapers](https://twitter.com/placeshapers)



Scan to view our
LinkedIn page:
[PlaceShapers](https://www.linkedin.com/company/placeshapers)

Communicate Connect Collaborate

Contact us today...

The PlaceShapers Project Team and Communications Network oversees the brand; if you are commissioning any external material involving the brand, please contact the team so we can help.

Please contact:
Joanna Charlton,
Communication Lead for PlaceShapers
Email: joanna.charlton@placeshapers.org

