**Human Interest/News Pack – [date-end date of consent]**

**Case Studies**

[Rules of use]

The following case studies can be used during the above period.

If the case study and photo is to be used on a piece of public literature i.e. an e-shot, direct mail letter, leaflet etc. please ensure a copy is given to Marketing & Communications who will share this with the family as a keepsake.

Please contact Marketing & Communications for the hi-res version of the image you require, included as a thumbnail below.

Branded imagery is also available for use by external parties, such as corporate supporters, subject to permission by Marketing & Communications.

**Important: The following extracts have been taken from a full case study. There is some flexibility within this - paragraphs may be edited to suit your needs, but NOT taken out of context. All promotional materials, and ANY edits must be approved by the Marketing & Communications for sign off. If you would like some assistance with this please do not hesitate to contact:**

**Comms contacts:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case study #1** | **First name** | **Surname** | **Record No** |
| **Introduction** |  | | |
| **Additional information** |  | | |
| **One line** |  | | |
| **50 words** |  | | |
| **100 words** |  | | |
| **250 words** |  | | |
| **Photos/Cut out** |  | | |
| **Twitter (280 character introduction)** |  | | |
| **Facebook/Instagram** |  | | |
| **Video** |  | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Case study #2** | **First name** | **Surname** | **Record No** |
| **Introduction** |  | | |
| **Additional information** |  | | |
| **One line** |  | | |
| **50 words** |  | | |
| **100 words** |  | | |
| **250 words** |  | | |
| **Photos/Cut out** |  | | |
| **Twitter (280 character introduction)** |  | | |
| **Facebook/Instagram** |  | | |
| **Video** |  | | |