

Communications toolkit

Pro Bono Week takes place Monday 4th to Friday 8th November 2024 and is a great opportunity to post on social media and websites to promote pro bono!

This toolkit contains ideas and resources to help you with your comms, split into (a) lawyers / law firms / chambers / in-house teams, (b) charities & pro bono projects, and (c) law schools.

Visit probonoweek.org.uk for more information on the Week, including this year's theme and subtopics to help you plan your involvement. If you're thinking of arranging an online or in-person event visit our [event planning page](#).

Stay up to date on [LinkedIn](#) and X/Twitter at [@ProBonoWeekUK](#). The official hashtags are #ProBonoWeek #WeDoProBono

If you have any queries or need help, please email info@probonoweek.org.uk.

Ideas for lawyers / law firms / chambers / in-house teams

Here are some ideas for social media and other online comms for law firms, chambers, in-house legal teams and individual lawyers. Pick one or two, or as many as you like, that are best for you!

Post a message or graphic explaining **your organisation's pro bono commitment**. Link to your pro bono/CSR page, or your social impact/responsible business report.

Showcase a pro bono **project or partnership** you support. Link to their website or cross-brand with their logo.

Post a graphic **spotlighting a lawyer** with a quote briefly explaining what pro bono means to them.

Create a **Pro Bono Week webpage** on your site to use the Week to celebrate your firm's/colleague's pro bono efforts. Post on your site's news section or social media.

Post photos of lawyer(s) holding the **#IDoProBono poster**.

Post a short **YouTube video** from lawyer(s) explaining how pro bono helps clients and benefits the lawyer (e.g. as part of their career journey).

To support **recruitment**, post an article, graphic or video highlighting how your trainees can get involved in pro bono.

Celebrate your team's commitment to pro bono with a **group photo** and the hashtag **#WeDoProBono**.

Post a **client case study** (e.g. social media graphic, article or video) quoting how pro bono helped them. Either anonymise & omit confidential info, or obtain client consent.

Post a graphic highlighting your organisation's **key stats** on pro bono.

Write a blog or article for LinkedIn, your newsletter or a media outlet. E.g. on the importance of pro bono, or how it benefits the lawyer.

Celebrate the completion of a pro bono target (e.g. Advocate's 25 hours pledge) or joining a scheme (e.g. the Chambers Framework).

Ideas for charities and pro bono projects

Use Pro Bono Week to celebrate your legal volunteers and showcase your charity/project. Select one or two of these ideas or come up with your own!

It's Pro Bono Week, so post to **celebrate and thank** your volunteer lawyers!

Showcase a **pro bono project or partnership** that involves legal volunteers, a law firm or chambers. Tag them or link to their website.

Post a graphic **spotlighting a lawyer or law student** with a quote explaining why they volunteer with your charity.

Encourage new lawyers to **sign up to volunteer** with your pro bono project or charity. Include a sign-up link or contact info.

Post a short **YouTube video** about your charity or pro bono project.

Post a **client case study** quoting how your charity was able to help them with pro bono support. Either anonymise & omit confidential info, or obtain client consent.

Ideas for law schools

Use Pro Bono Week to celebrate your law student volunteers and showcase your clinic!

It's Pro Bono Week, so **celebrate** your volunteer law students!

Showcase a **pro bono project or partnership** that involves external legal volunteers or a law firm/chambers. Tag them or link to their website.

Showcase your law students with a quote on a graphic, or a video, in which they explain why they volunteer at your law school.

Post a video from your clinic coordinator or other academic explaining what **pro bono and other volunteering opportunities** are available for students.

Post a **client case study** quoting how your clinic helped them. Either anonymise & omit confidential info, or obtain client consent.

Link to your pro bono/volunteering website so students can sign up, or link to how clients can access your clinic.

General tips and resources

- Post on all your channels; LinkedIn, Twitter, Threads, Facebook, Instagram and/or YouTube.
- Cross-brand your graphics or videos with the official [Pro Bono Week logo](#).
- Use the official hashtags #ProBonoWeek and #WeDoProBono.
- We also have ready-made [social media template images](#) you can download.
- Consider cross-branding with the logos of your partner organisations.
- Try to use images/graphics if you can, and consider including quotes from volunteers.
- Encourage others to comment, repost and share your content to their networks.
- If you'd like us to re-post or like, tag/mention us on [LinkedIn](#) or using our official handles @ProBonoWeekUK on [X/Twitter](#), [Threads](#) or [Instagram](#).

Help promote Pro Bono Week to everyone

In addition to your own messages about pro bono, can you also help spread the word about Pro Bono Week? You can share some of the suggested posts below!

In advance of Pro Bono Week

- This year's #ProBonoWeek will take place 4 - 8 Nov, to celebrate and promote the provision of free legal help to those who need it. Find out more 🖱️ probonoweb.org.uk/#WeDoProBono
- 📅 #ProBonoWeek is taking place 4 - 8 Nov - how will you be getting involved? Events are taking place all week and there's something for everyone: probonoweb.org.uk/#WeDoProBono
- What are you doing to mark #ProBonoWeek? 📅 There are lots of fantastic events taking place throughout the UK. Find out how to take part or host your own: probonoweb.org.uk/#WeDoProBono
- Just [X] weeks to go until #ProBonoWeek. Will you be joining us to celebrate lawyers giving free legal help? Find out more and get involved 🖱️ probonoweb.org.uk

During Pro Bono Week

- Pro Bono Week is here! 📅 What are you planning to attend? Events are taking place all week – there's something for everyone: probonoweb.org.uk/#WeDoProBono

- It's #ProBonoWeek and we will be posting throughout the week about our volunteer lawyers and how they promote access to justice #WeDoProBono
- 🗣️ This #ProBonoWeek we want to hear about what #ProBono means to you – share your experiences and stories with us #WeDoProBono
- Join lawyers and students that care from across the UK to celebrate and encourage legal pro bono with a range of exciting events happening this #ProBonoWeek. Discover how you can get involved: probonoweb.org.uk #WeDoProBono