We have worked for the Society and College of Radiographers for over 15 years and manage all of their marketing requirements in communicating with their 26,000 members, ranging from students to consultant radiographers. Leaflets, brochures, advertising, posters and social media communications are produced to support a wide variety of professional and trades union initiatives.

Magazine Publishing
We publish two monthly titles which have to reflect the profession’s high standards. Synergy Imaging and Therapy Practice looks at the latest thinking and techniques, View here for an example magazine: http://bit.ly/cka0zV
Synergy News is an informative news digest. View here for an example: http://bit.ly/bpimHt

Campaign Creation
We produce highly effective campaigns, examples include:
Violence at work: Highly commended campaign directed at the public to reduce violence against NHS staff by patients and visitors.
World Radiography Day: An annual event to raise the profile of radiographers and radiography. Some 350 radiology departments across the UK and others around the world celebrate by holding open days and events. A pack containing badges, stickers, posters, giveaways and a publicity guide is sent to each department.
Banning of sunbeds: Raising awareness of the dangers and pressuring the government to implement a ban.
Public sector cuts: Lobbying to persuade the government that the most vulnerable should be protected.
90th Anniversary: Commemorating the organisation’s foundation in 1920. Included a number of publications and events to raise the Society’s profile as one of the world’s longest established bodies of its type.

Public Relations
Pro-active and reactive media relations across a wide range of issues including breast screening, cancer treatment, role development in the workplace, political commentary, NHS service development, and the banning of sunbeds, to name a few.

The public relations work we undertake for the Society and College is extremely broad, reaching across a wide variety of audiences including the public, healthcare and medical professionals, government, MPs and civil servants. Issues vary from highly technical radiology issues to campaigns for the banning of sunbeds and free parking at NHS hospitals. The techniques we use include media relations, posters, leaflets, social and digital media campaigns, promotional items, forums, and meetings with key influencers.
**Website**

The Society and College of Radiographers site [www.sor.org](http://www.sor.org) is home to a number of different web applications servicing medical imaging professionals across the world. The site incorporates online publishing, membership management and events booking services.

We have build and develop the site, updating the information several times per day, which consists of more than 10,000 pages. Over 95 per cent of the content is available to members only, providing a significant benefit.

Members can search for key subject material, manage their membership and book events.

A ‘briefcase’ allows them to save relevant content to their private area.

A document library allows members and non members access to key papers written by academics.

**Ezines and Online Magazines**

Three ezines allow short pieces of information to be specifically targeted to distinct member groups – managers, trade union representatives and students – in a cost-effective way.

Online versions of two magazines add value to the two printed versions. The SoR News ezine was recently highly commended at the TUC Communications Awards 2010 for best electronic communications piece.

**Social Media**

We create and manage the Facebook group for the students of the Society and College of Radiographers, where they exchange information on lectures, offer helpful hints and tips for studying, and chat generally about their experiences – essentially a day-to-day support network for the students.