

# AIM COMMUNICATIONS GUIDANCE TO STAKEHOLDERS

## Introduction

This document will provide guidance on writing about AIM on your website.

When publishing any kind of content about AIM there are key points to keep in mind in order to insure that consistency is maintained across publications and the content can have its intended impact.

It is important to note that the AIM website, [aim.gov.ie](http://aim.gov.ie), contains the most accurate and up to date information on AIM and should be used as the **primary source** when producing anything about AIM. If you are in doubt regarding any AIM text you are publishing, it is best to link directly to the AIM website, [aim.gov.ie](http://aim.gov.ie) instead. The website also contains visual resources such as logos and templates to help those writing about AIM in the [AIM Communications](#) page.

## Writing about AIM on your website

- It is important that information on your website regarding AIM is accurate and up to date, as the AIM website is updated however, keeping information up to date can prove difficult. To ensure information is accurate and up to date, the “AIM” section of your website should directly link to [aim.gov.ie](http://aim.gov.ie).
- Ensure the department name is up to date i.e: The Department of Children, Equality, Disability, Integration and Youth (DCEDIY).
- The correct title for AIM is “Access and Inclusion Model (AIM).”
- Ensure that you include the AIM logo (found on the AIM Communications page of the AIM website).
- It is vital that AIM is explained consistently by different stakeholders and across different platforms.

If you would like advice on the AIM page of your website, or writing about AIM in general you can contact the AIM team at [aim@equality.gov.ie](mailto:aim@equality.gov.ie).



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