

# Communication and Marketing Policy

## Purpose

The Organisation is committed to effective dissemination and receipt of information and communication within the organisation and with customers, stakeholders, and the media.

The Organisation believes that effective communication is integral to achieving the organisation's vision and mission, maintaining connection with community and customers and facilitating and encouraging feedback. The organisation will develop, implement and monitor organisation-wide communications planning to support timely and effective communication with all internal and external stakeholders and the wider community.

The organisation will particularly ensure that all communications related to complaints are dealt with in a timely and sensitive manner and seek to resolve issues.

The organisation will pro-actively engage with our current and potential customers to develop service offerings that will meet their needs.

The organisation will monitor our media and social media presence and pro-actively seek to promote our cause, advocate on behalf of our customers and on behalf of the sector at large.

The purpose of this policy is to provide guidance to the organisation in developing and implementing communication and marketing strategies. This policy applies to all Board members, staff and volunteers.

## Representing the Organisation

How the organisation communicates and shares information impacts on the ability to seek support, be an effective advocate and conduct other aspects of work. It is the responsibility of all staff, Board members and volunteers to ensure the organisation provide accurate and appropriate information which complies with organisational expectations, and confidentiality and privacy requirements, when representing the organisation.

All staff – social media

## Media Relations

The use of local, state, national and international media is an important communication strategy, particularly to represent the interests of the organisation stakeholders and community. The organisation endeavours to maximise the advantages of media presentation, whilst minimising the risk of adverse impacts through misinformation or the damaging representation of the organisation, service sector, stakeholders or community.

The delegated media spokespeople for the organisation are the CEO and Chair of the Board. No member of staff will engage with media regarding any aspects of the organization or its operations without clearance from the CEO.

## Media

Interaction with communications media may take the form of media releases, interviews with journalists or other engagement with written or electronic media including social media, sms, email, websites, blogs, 'apps' and other emerging technology.

Use of media for any publication, commentary, or communication with stakeholders will:

- be in accordance with relevant delegations
- comply with organisational, service delivery and privacy policies and procedures, Statement of Professional Ethics and Conduct of Conduct.

## Social Media

All Board Members, management, staff, students, volunteers and contractors are responsible for their online presence where it pertains to the organisation. Professional ethics and the organisation's Code of Conduct shall apply at all times including on private Social Media.

<b>Last reviewed</b>	May 2017
<b>Review date</b>	May 2019
<b>Ratified by</b>	Board
<b>Person responsible</b>	Chief Executive Officer
<b>Version</b>	V1.1

**Policy context:** This policy relates to

Legislation

*Privacy Act 1988 (Clth)*  
*Privacy and Personal Information Protection*  
*1998 (NSW)*

## Documentation

Documents related to this policy

Related Policies & Procedures:

Values, Vision and Mission  
Strategic Planning  
Privacy  
Information and Knowledge Management  
Risk Management  
Complaints  
Code of Conduct  
Statement of Professional Ethics