



Communication Policy

Policy number	OP-004	Version	1.0
Approved by SIA Directors	24/09/2021	Scheduled review date	2023

Introduction

Positive and effective communication is an integral part of business. Thoughtful, tactful and courteous communication should guide all Schools in Action (SIA) staff and volunteers when communicating with SIA's partners, participants, their families and the wider public, as well as each other.

SIA seeks to maintain and enhance our reputation with timely, effective, targeted and appropriate communication that reflect SIA's values while protecting our public reputation.

Purpose

Schools in Action will communicate via one or more of the communication tools:

- Mail;
- E-Mail;
- Phone;
- Text;
- Newsletter;
- Bulletin; and
- Social Media.

This policy will provide understanding and guidance for the appropriate use of communications tools by SIA employees and volunteers while conducting business.

Policy

Correspondence should be respectful of others and adhere to SIA values of:

- Respect;
- Integrity;
- Transparency;
- Keeping Healthy;
- Safety; and
- Excellence.



Mail

Any correspondence to be sent via the mail are documents that are to be taken more seriously by the respondent and / or where there is less urgency in the correspondence. If the correspondence is important a letter can be sent as well as an email copy of the letter.

Large volume of correspondence or items that need a signature are to be sent via mail.

E-Mail

An email is faster to send than a letter, however it is inclined to be less personal. Sometimes serious breaches of manners or misunderstanding by the recipient can happen by accident therefore it is important that wording in an email is professional, respectful, clear and concise. Endeavour to limit emails to two or three paragraphs; perform a spell and grammar check; read it from the perspective of the recipient; and get another person to check it if necessary, before sending.

Phone

Phone calls are a lot more personal and are used when a detailed discussion is required, to introduce yourself, or respond to an enquiry when an email is not appropriate. When making a phone call, at all times maintain a polite, professional and uniform tone.

Ensure that you always start a call by identifying yourself and that you are from Schools in Action, even if you think the person who is calling you or you are calling may know who you are. Speak clearly, actively listen and take notes as required repeating any important information back to the caller before ending the call.

Text

Text can be used to contact partners, participants, their families and the wider public who are already listed on a database with the purpose of being contacted by SIA. People who are added to future databases, must be informed of their choice as to whether they do or do not want to be contacted by text.

It is vital that the wording in a text message is clear, short and concise. Abbreviations can be used if necessary; however, care must be taken to ensure that this can be understood by a wide audience.

It must be identified in the text that the message is from SIA or an individual from the organisation and provide some form of contact detail, whether that is an email address or a telephone number.

Newsletter

External newsletters provide specific information to targeted audiences via email, text or link to SIA's website. People who are added to databases must be informed of their choice as to whether they do or do not want to receive SIA's newsletter.



The person responsible for communication must sign off on the graphic design template including logo use for the first edition. Subsequent editions must continue to use the approved template. If re-branding is required, the person responsible for communication must review and approve prior to the next edition.

All content must be reviewed by the person responsible for communication prior to each edition being published.

An opt-out system must be made available in the newsletter for people who request not to be sent the newsletter and need to be removed from the database.

Subscription information is to be available on the SIA website to encourage sign-up for newsletters and other documentation issued by SIA. Privacy and anti-spamming legislation must be adhered to, including the ability to opt-in\unsubscribe from the newsletter.

Bulletins

Bulletins provide specific event information to schools participating in SIA events via email, text or link to SIA's website.

All content must be reviewed by the person responsible for the event prior to a bulletin being published.

Social Media

SIA uses many social media channels to communicate to partners, participants, their families and the wider public. This process is overseen by the person responsible for communication. Social media is used to promote SIA events and the organisation in a positive light. The Social Media policy details how social media is used by SIA.

Attachments

- Nil

Related Documents

- Social Media Policy
- Media Relations Policy

Authorisation

Deneille Sutton - Director

Michael Grant - Director