



South Glos Parent Carers (SGPC)  
**COMMUNICATIONS POLICY** *(including social media policy)*

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## 1. Introduction

- 1.1. South Glos Parent Carers (SGPC) is an independent not-for-profit Community Interest Company (CIC) whose object is to benefit the community and in particular parents and carers of children and young people aged 0-25 with additional needs and disabilities living in South Gloucestershire (or accessing services in the area).
- 1.2. SGPC proactively participates alongside the professionals at partnership agencies (including local authority and NHS health) to ensure the collective voice of parent carers is heard and included in decision making about existing and new services in the area.
- 1.3. Guidelines for communications to SGPC's Directors are outlined within the SGPC Articles of Association. This Communications Policy applies to all of the Forum's other communications including those issued through the mediums of print, digital and social media, messages given to the press, and marketing communications.

## 2. Main Aims

- 2.1. To promote South Glos Parent Carers' mission, aims and vision.
- 2.2. To expand awareness and visibility of South Glos Parent Carers.
- 2.3. To develop positive coproduction engagement between parent carers and professionals.
- 2.4. To drive engagement, recruitment, project and business initiatives.

## 3. Communications Guidelines

- 3.1. All communications will be legal, decent, honest and truthful.
- 3.2. All communications will be prepared with a due sense of social and professional responsibility in order to enhance and preserve trust and confidence in South Glos Parent Carers and its activities.



3.3. Communications and marketing activities may be delivered in partnership with other agencies, if appropriate.

3.4. All team members (and others promoting or cross promoting the work of SGPC) will be onboard with applying consistent branding, design style and messaging to South Glos Parent Carers communications to ensure that the Forum is recognized and remembered (*see point 4*).

#### **4. Consistency**

South Glos Parent Carers team members deliver their duties variously through individual and group working, and through consensus working, and it is, therefore, especially important that clear guidelines are issued and followed in relation to preserving consistency of branding, style and message. This includes:

4.1. Brand Story

4.2. Brand Name

4.3. Main Logo

4.4. Secondary Logos, Marks & Symbols

4.5. Colours

4.6. Typeface

4.7. Terminology

4.8. Tone of Voice

4.9. Imagery, Visuals

#### **5. Communications Channels**

5.1. Website

5.2. Social media

5.3. Email

5.4. Text messaging



- 5.5. Print publicity (brochures, flyers, reports, &tc)
- 5.6. Press Releases (and other messages issued to the media)
- 5.7. Branded stationery
- 5.8. Branded promotional merchandise (pens, bags, bottled water, etc)
- 5.9. Advertising (*see Advertising Policy*)
- 5.10. Display materials (banners, stands, display boards, &tc).
- 5.11. Presentations & Reports (including Annual Report).

*(Some cross-promotional and sponsorship communications may be created and delivered in partnership with others.)*

## **6. Consents**

- 6.1. We always gain consent for receipt of our communications. Recipients will have at least agreed a general statement that they are happy to receive communications from us.
- 6.2. We use opt in boxes.
- 6.3. We specify methods of communication (email, text, phone, post).
- 6.4. We ask for consent to pass details to partnership agencies, if appropriate.
- 6.5. We record consent and what it covers.
- 6.6. We do not buy in lists of data.

## **7. Honesty**

- 7.1. South Glos Parent Carers communications will be so framed as not to abuse the trust of our members or exploit their experience or knowledge.
- 7.2. Any messages that are likely to impact negatively on our members' wellbeing will be communicated responsibly.

## **8. Social Responsibility**

Registered Office Poole Court, Poole Court Drive, Yate BS37 5PT  
South Glos Parent Carers is a Community Interest Company CIC 8364673 (not for profit)



- 8.1. Our parent carer community is diverse and one size does not fit all. Our communications will be: timely, targeted, inclusive and appropriate.
- 8.2. Communications will not without justifiable reason play on fear or exploit misfortune or suffering. Communications will not appear to condone or incite violent, unlawful or anti-social behaviour.
- 8.3. Our communications will always respect human dignity and will not incite or condone any form of discrimination, including that based upon race, national origin, religion, gender, age, disability or sexual orientation.
- 8.4. Communications will not be untruthful or misleading, or play on superstition.
- 8.5. Communications will not be delivered to a campaigning agenda.

## **9. Internal Communications**

- 9.1. Our internal communications processes will also comply with this Communications Policy where appropriate in order to be effective in circulating information and promoting collaboration within our own organisation.

## **10. Monitoring & Evaluation**

- 10.1. Methods of monitoring and evaluation SGPC communications activities will comply with the processes outlined within the current SGPC Strategic Plan and Communications Strategies, as appropriate.

## **11. Social Media**

South Glos Parent Carers uses social media channels and third-party discussion forums to engage with parent carers and the general public, and to give parent carers the opportunity to share experiences, ask questions and provide mutual support. The Forum recognises the numerous benefits and opportunities which a social media presence offers. For the purposes of this policy, social media is defined as any online interactive communication tool, including (but not limited to) blogs, wikis, discussion forums and message boards, comments on web-articles, Facebook, Twitter, YouTube, Instagram, Pinterest, Flickr and LinkedIn. Comms and Marketing is responsible for the posting of social media however the wider team can share posts to keep our community updated.

South Glos Parent Carers:

- 11.1. Does not pre-moderate user-generated content before it goes 'live'. However, all the channels are monitored regularly.



- 11.2. Will delete any comments or messages that do not meet its posting guidelines. We are not liable for user-generated content.
- 11.3. Make no commitment to respond to every individual comment, message, post or tweet. SGPC staff and volunteers administer our social media channels and act as moderators.
- 11.4. Will ban members who we feel do not follow the posting guidelines. Where possible and in response to any request, we will explain why we banned a contributor or deleted a post. We will explain why a contribution did not fit with the guidelines and suggest how the content could be re-phrased so that it can be published.
- 11.5. Will contact the relevant authorities where there appears to be a clear need to safeguard the welfare of a poster and/or his/her family.
- 11.6. Want our Facebook page to be an open and honest space, we also want posts to be courteous and to not cause offence. Therefore we reserve the right to delete any posts/comments which: contain personal information like telephone numbers, address details etc; violent, pornographic, obscene, sexually explicit, hateful, or discriminatory posts, links or images; threaten or defame any named person, professional or organisation; advertise commercial activity or make requests for donations or money; suggest or encourage illegal activity; make false or derogatory statements about any person or organisation; are off topic or unrelated; amount to bullying or harassment, impersonate or falsely claim to represent a person or organisation; are party political; use material in breach of copyright or other intellectual property rights; contain links or material relating to chain letters, junk mail, online gambling or extremist groups; contain content which is likely to create any liability, criminal or civil, for the individual or the organisation; or, are repetitive posts which have been copied and pasted or duplicated by single or multiple users.

South Glos Parent Carers team members and volunteers who post on our social media:

- 11.7. Are responsible for what they write. They may speak their mind but must also be sensitive to the feelings and opinions of others. For instance, they must not make assumptions about other people's experiences, because everyone has different coping mechanisms and tolerance levels.
- 11.8. Must not post confidential or personal information about themselves or others.



- 11.9. Must not post photos of other people, especially children, even if taken at South Glos Parent Carers events, unless express permission has been obtained in writing
- 11.10. Must not conduct off-topic talk via private message.

Messages posted by South Glos Parent Carers team members and volunteers are for general informational purposes only and are not meant as a substitute for professional advice.

## **12. Data Protection, Confidentiality and Safeguarding & Child Protection**

- 12.1. This South Glos Parent Carers Communications Policy has been written in line with GDPR requirements. We aim to be transparent with the data we hold and how we use it. For more information, please refer to our Data Protection Policy
- 12.2. Will contact the relevant authorities where there appears to be a clear need to safeguard the welfare of a poster and/or his/her family.
- 12.3. We will carry our risk assessments that covers GDDPR Confidentiality and Safeguarding
- 12.4. This Policy should also be read in conjunction with the South Glos Parent Carers Confidentiality Policy