

Edlumino Communications Policy

Pol-5, Apr-2016, ver-1f

- 1.1 This document should be interpreted in line with the standard policy context and definitions. The editor of this document is the CEO. It comes into effect from the 1st June 2016.

2 The purposes of the policy

- 2.1 The purpose of the policy is to ensure good communications which:
- 2.1.1 avoid the safety or wellbeing of individuals being compromised through inadvertent disclosures,
 - 2.1.2 avoid inappropriate, unclear or untimely communication of information and
 - 2.1.3 avoid confusion between private and organisational viewpoints, which can lead to the reputation or operation of the organisation being damaged.
- 2.2 This policy should be read in conjunction with the wider set of policies, including the:
- Photography and Recording Policy
 - Data Protection Policy
 - The Safeguarding Policy
- 2.3 This policy applies to all forms of communication which can be circulated to others and thereby deemed as 'published'. This includes:
- 2.3.1 media contacts (print, broadcast, etc)
 - 2.3.2 online (or social media) activities, such as social networking sites (Facebook, Instagram, etc) professional networking sites (LinkedIn, etc), Blogging sites (Wordpress, blogger, etc), Microblogging sites (Twitter, etc), Video and Podcasts (You tube, etc), discussion forums, online comments and any other form of online communication
 - 2.3.3 email, texts, chat and other messaging modes or apps.
 - 2.3.4 The circulation of articles, think pieces, books academic papers or any other expression of views.

3 Generic principles

- 3.1 Authorisation: only staff authorised to do so, may communicate about the organisation or about matters which could negatively influence the perception or credibility of the organisation. Media enquiries, contacts or responses should only take place after the Edlumino media office has authorised it.
- 3.2 Responsibility for identity: each individual is entirely responsible for all activity undertaken by themselves, or in any account names, author alias, stage names, etc. which they use. Users must not permit others to write under their own identification, or share passwords or related security codes which could lead to confusion of identity. Any breaches of security or confusions of identity must be reported to the Edlumino media office and eradicated as quickly as possible.
- 3.3 Responsibility as author: Staff communicating in a personal (or non-Edlumino) capacity are responsible for ensuring that recipients do not confuse such communications as official organisational communications. They must also ensure that such communications cannot negatively influence the perception of Edlumino.
- 3.4 Acceptable-use: all communication activities must be professional and courteous, whatever the context. Staff should never access inappropriate or controversial materials (such as sexual, violent, racist, extremist, terrorist, gambling, etc). If there is serious organisational need to engage with such material it can only be done so after written authorisation from the CEO has been given.
- 3.5 Personal activity: in the work place staff may use personal equipment, personal accounts or engage in personal use of organisational resources in a reasonable way, at times when they are not paid or required to be working.

- 3.6 Professional appearance: all communications should look professional. This means agreed footers, headers, style sheets, logos, terminology, etc. must be used by all staff in organisational communications.
- 3.7 Contracting and expenditure: can only take place in accordance with the organisation's financial procedures. Implying otherwise in communications is a serious form of misconduct.
- 3.8 Online presence: setting up or using new programs, platforms or online space for carrying out work-related or professional communications can only take place after it has been approved in writing by the CEO.
- 3.9 Organisational character: Edlumino is a non-political, non-lobbying and non-religious organisation. All views expressed must safeguard these principles.
- 3.10 Communications golden rule: It must be assumed that anything written or photographed could end up "published" to anyone else, anywhere else. Therefore, individuals must take personal responsibility for ensuring that they produce no written views or pictorial images which could be published subsequently (by themselves or someone else) and thus cause controversy or reputational damage.

4 Guidelines for authors

- 4.1 The organisation encourages staff development through the exchange of ideas, which can happen through online or paper publication in order to facilitate peer review and comment.
- 4.2 All publication must follow the principles in this document. Staff new to publishing, or staff publishing occasional pieces (ie less than once a month) should send proposed pieces to the media office at least 2 weeks before a publication date, so that the organisation is aware of the views expressed and can comment if requested to do so. Established authors (who have been publishing for more than 1 year) or authors of regular pieces (ie more frequently than once a month) should send copies of published material, or links to such material, to the media office, as it is published.
- 4.3 The use of profile descriptions, or other text, which identifies the author of a communication as an Edlumino employee must be agreed in advance with the media office.

5 Conclusion

- 5.1 This Policy has been Impact Assessed for Environment and Equality considerations. Policy review follows the Review cycle.

Impact Assessments	Edlumino Email and Social Media Policy
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Equality Impact Assessment	Concerns arising after control measures added	Further actions
Race & Ethnicity, Gender, Age, Religion, Disability, Sexuality, Maternity, Gender Reassignment, Marriage & Civil Partnership, Deprivation	None	None
Environment Impact Assessment		
Waste & Recycling,	None	None

Pollution of water, land, air, noise, light or odour. Flooding, Energy or materials use.		
See also general assessments and general control measures within the Meta Policy		
Assessment carried out by RF, Mar-2016		