



Title:

Number: **A 10**

COMMUNICATION

Approval Date: June 1, 2016

Revision Date:

POLICY

Purpose:

The communication policy is designed to facilitate effective, standardized communication toward projecting a consistent image and message to Klinic's stakeholders and the general public regarding the mission, vision, programs and operations of Klinic.

This policy is intended to inform all communications of the agency. Communication refers to both internal and external communications, in all formats, regarding Klinic. This generally includes all out-going and in-coming information that is required to support the organization and its activities including but not limited to; print materials, media involvement, internet based communication (e.g. website and social media) and event based communication.

Principles:

In an effort to ensure a consistent image and message, the following principles will be applied to all communications:

- accurate
- current
- appropriate to target audience
- reflects the mandate and philosophy of Klinic, either explicitly or implicitly
- acknowledges funders where appropriate
- uses inclusive language
- respects diversity and is non-discriminatory
- respect privacy and ensure security of Klinic and client information
- honest
- demonstrates respect for co-workers, Board members, volunteers
- demonstrates respect for the Union and the collective agreement
- demonstrates and promotes equality

Policy:

All materials and communication tools developed by Klinic must follow the *2015 Updated Brand Updated Forms + Guideline*. Any outgoing print materials, posters, materials, or web based emails including eSignatures, should be consistent with this branding. If you have any questions, or need materials designed, please contact the Communications Coordinator.

Media

The Executive Director is the exclusive designated liaison with the media. All media inquiries are to be directed to the Executive Director. The Executive Director may designate another person to respond to a direct inquiry where appropriate (i.e. Chair, program staff).

When dealing with the media the Executive Director, or designate, in addition to respecting the guiding principles noted above will be cognizant of:

- articulating the mission of Klinik and the relationship of specific activities and/or initiatives to the Klinik mission
- highlighting Klinik's community-based, non-profit status
- articulating and defending the philosophy and beliefs of Klinik and ensuring statements are in keeping with the mission, vision, values and belief statements of the organization
- highlighting the programs of Klinik
- acknowledging our partners & funders where appropriate

If you are speaking to the media as an individual and not as Klinik staff, please ensure that it is clear you are representing yourself. If you have any questions about this, please follow up with the Communications Coordinator.

Public Internet Communication (Website and Social Media)

The agency may use the Internet to provide the public with clear, accurate, current information about the agency services and activities through multiple methods including: website, social media sites such as Facebook, Instagram, Twitter, E News, and other online tools. All methods of electronic communications on the Internet or social media pages must meet consistent, appropriate standards for site content or design in keeping with guiding principles outlined in this policy. Refer to the *IT Policy* for specific procedures on updating Klinik websites and *Social Media Use and Content Procedure* for specific information on managing, adding and editing social media channels. For further information please see *Klinik Social Media Procedure*.

RESPONSIBILITIES

Shared

- Develop and maintain content for agency website or social media sites, ensuring currency, accuracy and relevancy.
- Meet agency standards for Internet communication content and site development.

Employee

- Involve Communications Coordinator in new content development for Internet pages and social media site use.
- Ensure that content developed is in keeping with this policy and associated procedures.
- Only use Klinik authorized sites for posting Klinik content.
- Only utilize authorised methods for sharing and storing information.

Communications Coordinator

- Ensure guidelines are being followed for design and usability (See *2015 Updated Brand Updated Forms + Guideline*).
- Assist employee designates with responsibility for content posting, submission and site maintenance.
- Research website design trends to ensure design guidelines and content standards remain current and accessible.

Information Technology
Staff

- Communicate standards for agency Internet communications to employees.
 - Help maintain the agency website by doing updates.
 - Develop and oversee social media sites.
 - Ensure the conduct of agency staff on all Internet sites is professional and ensures our communication strategy's interest.
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- Define the technical, infrastructure framework of the agency Internet, including setting standards for network security, hardware, programming languages and software.
 - Assist employees with new technology.
 - Provide Helpdesk services to agency staff.
 - Ensure the integrity, security and availability of agency website.

COMPLIANCE

Content will be reviewed on a regular basis to ensure it remains relevant and accurate. Instances where the policy has not been followed will be reviewed individually and discussed with the relevant parties.

DEFINITIONS

Internet is a public global communication system of interconnected computer networks for sharing information, resources and services.

Social media is a public computer-mediated communication tool to share information quickly, support agency services and enable greater public engagement.

RELATED

A5 Pr24: Information and Technology Usage Policy
A10 Pr1: Social Media Procedure & Client Guide