# Communications Policy

## 1. Communications objectives

- To raise awareness of Friends of X112 and to publicise the services Friends of X112 provides.
- To maintain clear, effective communications with users and with partners in the voluntary, public and private sectors.
- To keep all stakeholders informed and up-to-date with news relating to Friends of X112

## 2. Key Audiences

[For example:]
- Users and potential users of Friends of X112's services and their carers/families.
- The local voluntary, community and faith sector.
- Local public and private sector organisations.
- Funders.
- The wider community.

## 3. Communications Policies

- A comprehensive database of contacts will be maintained and kept up-dated to form the basis for all communications and to ensure people and organisations receive the communications that are the most relevant to them.
- A variety of media will be used as appropriate and cost effective, including: website, e-mailings, mailings, leaflets, newsletters and displays. Media will be selected to ensure that all key audiences are reached, including those without access to electronic media.
- Use of new media will be kept under review and introduced if agreed by the Chief Officer.
- All communications will conform to the house style and the overall corporate image, using the Friends of X112 logo and the standard font and print size (currently Arial 12 for printed communications and Ariel 10 (headings 12) for emails and website).
- Communications will be as accessible as possible, using plain English and a clear layout.  People with visual impairments to be provided with the most helpful format on request, e.g. large print, electronic media.
- All staff will be made aware of the importance of communications to all aspects of Friends of X112's work and will ensure that new contacts and amendments are added to the database and any information or news they have access to is disseminated as appropriate.  Staff will receive copies of all mailings.
-  All contact with the press, TV and radio will be approved by the Chief Officer and any approaches from these media will be referred to the Chief Officer in the first instance.
- Communication systems will be reviewed regularly to ensure they are reaching their objectives.  Feedback will be sought from users and other key audiences.
- A designated officer will be responsible for overseeing all communications, to prevent duplication and to maintain the corporate image, and for ensuring that this policy is fully implemented.
- We will take reasonable steps to check the accuracy of all communications

**Review date: 31/7/2020**