



COMMUNICATIONS POLICY

POLICY CONTROL

Version	Description	Date	Approval
0.1	Communications Policy	April 2024	
1.0	Board approval	11 June 2024	Board
Next Review:		June 2027	
Owner:		Communications Lead	

LINKED POLICIES

Social Media Policy
Data Protection Policy
IT & Systems Policy
Branding guidelines (including Accessibility guidelines)

APPENDICES

COMMUNICATIONS POLICY

1. INTRODUCTION

Newquay Foodbank recognises that consistent, effective and appropriate communications, whether internal or external are essential for the Foodbank to achieve its aims & objectives and maintain credibility and integrity. This document outlines the principles for managing communications, including a summary of key strands of communications, and the responsibilities of staff in relation to communications.

The aim of the Communications Policy is to reduce the risk to the Foodbank of damaging or ineffective communication, and to ensure that all staff are aware of how communications are best conducted externally and internally, and who has responsibility for which aspects.

The term “staff” or “staff members” is used in Newquay Foodbank’s policies to refer to any employees, volunteers, trustees or contractors that are ‘working’ for the Foodbank. “Foodbank visitors” is the term used to describe the beneficiaries of the Foodbank, and the term “persons” encompasses both staff members and visitors.

All staff members of Newquay Foodbank should ensure that they understand this policy and act in accordance with its aims and objectives. The policy should be read in conjunction with the Social Media, IT & Systems, and Data Protection policies. If you need support in reading or understanding this policy, please speak to the Foodbank Manager in the first instance.

2. DEFINITIONS

External communications include all the messages and information that the Foodbank presents to different audiences externally, whether directly (through telephone calls, letters, e-mails, newsletters, marketing materials, social media channels, public presentations, online and press releases) or indirectly through the media and word of mouth. They also include the messages and information given to visitors at the Foodbank, as well as to other stakeholders including Trustees, supporters and donors.

Internal communications include all the messages and information (whether verbal or written) shared within the Foodbank between members of staff - whether these be trustees, volunteers or employees.

3. STATEMENT OF PRINCIPLES

The key principles of this Communications Policy are below:-

- All communications are important and need to be considered carefully.
- Effective communications play a positive role in the day-to-day operations of the Foodbank, through the consideration of the content, and the audience for any particular message or information to be disseminated. Information should be tailored at the most appropriate level of detail in relation to the audience.
- Newquay Foodbank are a non-political organisation and communications should reflect this position.
- All staff have a responsibility to foster good communications internally and externally.
- The Foodbank fosters a culture which encourages transparency of communication, clarity of style and the sharing of best practice and expertise.

- All communications should follow current Newquay Foodbank Brand Guidelines

The improvements and benefits which good communications should provide are:

- A greater likelihood of achieving the Foodbank's aims, objectives and priorities.
- A more effective, purposeful and easily recognisable 'face' to the world
- A trusting working environment in which staff can locate the information they require.

3.1. Principles for managing external communications

All external communications should be considered as part of the wider perspective in which the Foodbank wishes to:

- Distribute high-quality information about its plans and projects, ensuring that those who are influential for the future support of the Foodbank (whether from the press, government, supporters, or potential volunteers) are well informed.
- Ensure that the visual identity of the Foodbank, as shown through all its print and digital communications, is clear, coherent and expresses the Foodbank's key values.
- Use social media channels and other forums to gain insights, answer queries and deliver key messages about the Foodbank's work.
- Methods of external communications include use of social media, news stories/press releases, the Newquay Foodbank website, newsletters.

3.2. Principles for managing internal communications

Internal communications are based on active management across the Foodbank to ensure that:

- Staff members are informed of the key information relating to the Foodbank on a regular basis - this may include updates regarding new projects or events, induction and training expectations, or changes to policies and procedures.
- Internal communications are managed through WhatsApp, text messages, emails (including use of MailChimp), posters, leaflets, Assemble, & the Trussell Trust database DCS.
- All communications that include any data regarding Foodbank visitors must be restricted to Newquay Foodbank emails and not sent to personal email addresses. In emergencies WhatsApp can be used due to its encryption features.

4. RESPONSIBILITIES

4.1. Trustees

- The chair of trustees is responsible for ensuring that the Trustees & Foodbank Manager help to promote the Foodbank's reputation through consistent external communication.
- All trustees are expected to be familiar with the activities of the Foodbank and to refer complex or difficult external questions to the Chair or Foodbank Manager

4.2. Foodbank Managers

Foodbank Managers have responsibilities as per below:-

- The **Foodbank Manager** is responsible for ensuring the overall clarity and coherence of the Foodbank's external communications. The Foodbank Manager will be supported by the Fundraising and Communications teams in facilitating external communications.
- The **Foodbank Manager** seeks opportunities to promote the interests of the Foodbank.
- The **Foodbank Manager** has overall responsibility for ensuring that staff share information and knowledge through the best external and internal communications.
- The **Assistant Manager** works to create an internal culture of open, honest, efficient and transparent communications.
- Individual members of the **management team** ensure that their staff are thoughtful and consistent in their communications, and are aware of the principles and guidelines

4.3. Communications Lead (supported by the Communications team)

The Communications Lead will:

- Ensure that the Foodbank offers clear and consistent messages about its objectives and its work, acting as the public voice of the Foodbank and communicating with a variety of audiences via a range of media.
- Oversee all communication from the Foodbank including marketing and social media, as well as setting the standard for communications through the website.
- Manage the Foodbank's brand including advertising, print distribution, and digital, online and social media channels.
- Proactively generate social media coverage by identifying stories and news to publicise Foodbank activity and facilitate media requests, and respond to media enquiries.
- Ensure that communication for visitors within the Foodbank, and at associated sites, is appropriate and as clear as possible.
- Work with the Management team to promote good internal communications.

4.4. Foodbank “Leads”

Leads should promote good internal communications by following high standards of clarity and integrity in all aspects of their work, as well as ensuring that members of staff follow specific guidelines, such as the Social Media Policy.

4.5. Staff

All staff are responsible for:

- Maintaining good internal and external communications, noting that no personal views should be presented in Foodbank messaging.
- Suggesting improvements wherever possible and reporting breaches of the Policy.

5. BREACH OF THIS POLICY

Any actions taken by members of Foodbank staff which contravene the Communications Policy will be dealt with by a Lead or Manager. If it is a matter which threatens the reputation of the Foodbank or creates disruption, staff members can be subject to disciplinary action, up to and including termination of employment (including volunteering) with the Foodbank.

6. REVIEW

This policy and its implementation will be reviewed at least every three years or where legislative changes occur.

