



Inglewood Community Association

COMMUNICATIONS POLICY

Policy type: Board Governance	Number: BG-05
Policy name: Communications Policy	Original effective date: <i>FEB 1, 2025</i> Date of last amendment:

1. Purpose

- To establish guidelines for effective communication within the community, ensuring transparency, consistency, responsiveness and engagement among all members of the Board, all staff, and residents.

2. Scope

- This policy applies to all communication with and amongst internal and external stakeholders of the Inglewood Community Association, including the Board, staff, volunteers, and members.

3. Responsibilities

- **Board of Directors:** Oversee the implementation of the communications policy, outline communications procedures and approve official communications.
- **Communications Committee:** Develop and manage communication strategies, content, and channels with the staff Communications Coordinator.

4. Communication Objectives (Informational)

- Ensure respectful, factual, ethical and timely dissemination of information to all involved or likely to be interested through communication channels that work for the target publics.
- Foster a sense of community and engagement among residents.
- Provide clear channels for all feedback and inquiries. Board members and staff should always be able to respectfully say what's on their minds without retribution. The Board is committed to acting on feedback, either by clarifying communication or relevant action.

5. Approved Communication Channels for ICA

Selecting communication channels should be guided by the residents' preferences and requirements. Regular surveys, focus groups, analysing resident feedback and communication data, monitoring social media, engaging with community leaders (influencers), implementing pilot programs and staying updated on trends will help know how to tailor key messages and utilize proper communication channels to reach and engage the community.

- **Email:** Primary method for official communications, including newsletters, announcements, and updates to external stakeholders.
 - Canada Anti-Spam Legislation (CASL) standards will be followed.
 - Official organization mass emails will include an email signature with all the organization's contact information.
 - Mass emails will be planned and approved by the Board prior to being sent.
 - Mass emails will be edited by the Director of Communications prior to being sent.
 - All communication involving minors will be directed through their parents/guardians.
 - Email communication will always be done in a professional and respectful manner. Abusive, discriminatory, intimidating or offensive statements will not be tolerated.

It is expected that board members and staff will conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to our organization.

Electronic communication:

- Should be restricted to organization matters.
 - Must not offend, intimidate, humiliate or bully another person.
 - Must not be misleading, false or injure the reputation of another person.
 - Should respect and keep the privacy of members.
 - Must not bring the organization into disrepute.
 - Anyone who works with children and young people must direct all communication through the child's parents.
- **Website:** Central hub for information on our organization, updates, events, membership, meeting minutes, financial reports, policies and event calendars.
 - No offensive content or photos will be published.
 - If a photo of a minor is to be published, permission will be sought from his or her parents/guardians and take care not to provide identifying information.
 - We will seek feedback from members to improve the information available on the site.
 - **Social media:** Platforms such as Facebook or Instagram for informal updates and community interaction. In general, for individual use of the Board, Staff and residents:
 - Be smart – you're responsible for yourself

- Be conscious of both your personal and profession online social media presence
- Do not take public positions on issues
- Do not engage in public arguments or debates
- Fully disclose your affiliation with our organization
- Do not respond to negative posts or comments
- When in doubt, do not post
- **Community Meetings:** Regularly scheduled meetings for discussing community issues and gathering feedback.
- **Others:** Branded PowerPoints, Interpersonal, meetings, town halls, committees, bulletins, posters, brochures, handouts, flyers, booths, events, public relations with key messages, media relations (news releases, PSAs, Interviews, relationship selling
- **Each Channel:** Will have its own policy (annexed). Strategies, tactics and action plan will be in the yearly communications plan.

6. Communication Protocols

- **Frequency:** Regular updates will be provided monthly via email and the community website. Urgent matters will be communicated as needed.
- **Content:** All communications should be clear, concise, and relevant to the community. All communications will follow best practices of branding and copywriting. Sensitive information should be handled with discretion.
- **Approval:** All official communications must be approved by the Director of Communications and/or The Executive Director or designate. Crisis or reputation management related material must be brought to the President and Board's attention.
- **Timelines:** Timelines, deadlines and advance notice for Board and Staff to execute communications should be at least 5 business days.

7. Compliance and Consequences

- Non-compliance with this policy may result in disciplinary action as determined by the Board of Directors.
- The person disregarding this policy will be asked to leave the meeting.
- Disciplinary action will be taken for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our code of conduct.

8. Review and Updates

- This policy will be reviewed annually and updated as necessary to ensure its effectiveness and relevance.
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I, [Name] have read and understood the policy and will abide by it as a member of the Inglewood Community Association.

Signature: _____

Date: _____