# Communications Policy

**Introduction**

The purpose of this document is to establish guidelines for all communications created within and for (name of church/parish/benefice). This Communications Policy is also intended to encourage communications that reflect our values (insert vision and values here, or link to appropriate webpage), as well as the [digital communicatons values](https://www.churchofengland.org/resources/digital-charter) shared by the Church of England, and to ensure effective systems that can:

* Provide timely information about our activities, events and programs, both within the church and in the larger community
* Welcome members, friends, visitors and the public to participate in our activities
* Allow coordination of activities and external publicity
* Encourage open, respectful communication among individuals in the church
* Provide information about events and activities that fit with our values
* Bear in mind that safeguarding is the church’s highest priority, therefore it’s essential to ensure all comms activities, particularly online content and anything related to crisis communications are referred immediately to Safeguarding

Probable audiences include the members and friends of (name of church/parish/benefice), newcomers to the area, and others residing within the local community. Information will include details about the programmes, events and activities taking place at or being sponsored by the parish.

**Communiations Responsibilities**

All media, especially print and electronic, must adhere to our vision and values. Roles and responsibilities include:

***Website Management***– maintain our website including content, look and feel, and functionality, and work with all stakeholders to ensure respective content is current and accurate.

**Responsibility Lies With**: ............................................................................................

***Social Media***- create content for upcoming activities, meetings and events, schedule timely posts, and ensure that all content posted is in line with our brand and values.

**Responsibility Lies With**: ............................................................................................

***Newsletter Creation*** – assemble news stories, theological content, notices, events and diary dates for the newsletter.

**Responsibility Lies With**: ............................................................................................

Other communications content may include printed materials, podcasts and other audio media, and film. (If relevant, list the people responsible for these areas below.)

**Privacy Policy**

* Individual street addresses, phone numbers, or personal email addresses of parishioners shall not be published or provided to anyone without permission.
* All photographs showing recognisable faces can only be used if the appropriate permissions have been acquired, in line with GDPR. [Consent forms can be found here](https://winchester.anglican.org/parish-resources/communications-and-media/gdpr-photo-and-video-consent-templates/)
* No information about any visitor to our website will be stored or sold. If applicable, financial information submitted will be transmitted on a separate, secure site
* No individual emails, addresses or phone numbers may be used in a mass mailing without prior consent from key stakeholders

**Prohibited Use of External Communications**

***Partisan Communication***

Church communications may not be used for partisan political messages. Association with, representation or endorsement of (or by) any political candidate, party, or campaign, whether actual or implied, is prohibited, unless approved by the incumbent and/ or members of the clergy team.

***Advertising***

No aspect of church communications may be used to promote any activity resulting in financial gain of a staff member unless approved by the incumbent and/or members of the clergy team.

***Unauthorised Communications Channels***

Only the incumbent and members of the clergy team and communications personnel can authorise the communication channels that will be used for church communications. Communications personnel will not make use of unauthorised websites, blogs, social network sites, direct mailings for church communications and should not use the parish name and/or logo on unauthorised channels.

***Spokespersons***

Only the incumbent or their nominated deputy may communicate directly with members of the broadcast media or press on behalf of the parish. Ministry volunteers are not authorised to represent the church in speaking to such media. Volunteers who are approached by the media must direct the inquiries to members of the clergy team or to communications personnel for referral to the incumbent.

***This policy is due for review before the end of xxxxxxxx***