

# **Sustainable Macleod Communications policy**

**April 2023**

Over the 11 years since the founding of Sustainable Macleod, the organisation has developed a well-respected brand. It is the task of the Communications Committee to strengthen the brand and keep all communications aligned to the Sustainable Macleod's values and objectives.

The Communications Committee is responsible for the creation of communications objectives, policy and supports the executive to maintain good governance for Sustainable Macleod. It should be noted that this includes all projects of Sustainable Macleod such as the Sustainable Macleod Community Garden and the Sustainable Macleod Vegie Swap.

Communications Committee members are appointed by the executive.

## **Communication objectives:**

- To protect and enhance the reputation of Sustainable Macleod
- To communicate with members and the public through social media platforms, the newsletter, website and email.
- To promote Sustainable Macleod's purpose through consistent and relevant communications
- To support the Executive in managing reputational issues and risks to the organisation
- To support good governance and information security of Sustainable Macleod
- To protect Sustainable Macleod through securing passwords, login details for communication-based activities and ensuring these are changed whenever there is a change of office holders

## **Communications Governance**

### **Social Media**

- All administrators of social media accounts and the website must be members of the Communications Committee or the executive
- All content should align with the communications objectives of Sustainable Macleod. Group administrators must remove any material not aligned with these objectives.
- Facebook and Instagram both have messaging the accounts allow members to comment on issues. The social media accounts and website should be monitored and managed by members of the communications committee to ensure privacy issues are covered and that the voice of Sustainable Macleod is 'on brand'.
- All group administrators must have a current 'Working with Children Check'.
- There should be a minimum of 2 group administrators for each social media page and the website.

### **Privacy of member information and images**

No images of children's faces be published by Sustainable Macleod and parental approval be gained for the publishing of any images of children.

Only members of the Executive Committee should have access to the feed and images from the security cameras at the Community Garden. Any images or feed must be stored and downloaded securely.

Only the Executive Committee should have access to the member registry. Please see the Privacy Policy for further detail. Note: subject to 13 (f) of Sustainable Macleod Inc Rules.

**Security of login details, passwords and bank signatories**

All login details, secure drives, passwords and bank signatories are to be managed by the executive with the exception of those required by the Communications Committee for access to social media, the website and mailchimp. No one outside these two committees should be given access to secure passwords, secure drives and logins.

All policies developed must be agreed to by the Executive.

Policy developed by Amanda Tattam and Sustainable Macleod Communications Subcommittee.

This policy was ratified by the Sustainable Macleod Inc. Executive on 12/7/2023