



Thrombosis Ireland CLG Communications Policy

This policy covers all Thrombosis Ireland (TI) external and internal communications (e.g.: website, newsletter, emails, etc.) to members (Patient's, families & Carer's) the public and trustees.

PURPOSE

Thrombosis Ireland CLG ("Thrombosis Ireland") Trustees have a legal obligation to act in the best interests of Thrombosis Ireland and in accordance with Thrombosis Ireland's governing document.

This policy outlines the framework for communications which can:

- Help achieve the overall organisational mission, values, objectives, developments and issues.
- Engage effectively with members, the public, volunteers and trustees by providing communication and receiving feedback.
- Demonstrate the success of TI work.
- Raise awareness of Thrombosis Ireland and ensure people understand what we do.
- Change behaviour and perceptions where necessary.

The public should have a consistent image of Thrombosis Ireland. They will want to feel as if they are dealing with one team. Therefore, communications need to be of equal standard across all platforms with a consistent message and tone aligned with the brand identity. This policy outlines how that will be achieved.

RESPONSIBILITIES

The Technology Steering Group (TSG), a sub-committee of the Board, has overall responsibility for the website and social media and includes the Founder. The TSG is also the lead on design and branding for Thrombosis Ireland. The Founder is responsible for organising events, and ensuring the inclusion of the approved accounts and other policies on the website. The TSG is responsible for ensuring consistent communications and branding across all communication channels and the Board of Trustees set strategic direction and approve the communication strategy.

STANDARDS FOR COMMUNICATION

All communications activity should:

- Be accessible to all Irish residents.
- Reflect a commitment to using plain English with language that is considered to be clear and concise, while avoiding the use of uncommon vocabulary and lesser-known euphemisms in order to explain the subject matter.
- Be open, honest and transparent.

- Be relevant, accurate, sensitive and timely.
- Enable meaningful engagement with stakeholders.
- Recognise the importance and value of engaging with members and trustees.
- Ensure that Thrombosis Ireland listens to members, acts on information received when appropriate and provides feedback.
- Reflect the principles of confidentiality, Data Protection, Freedom of Information and other relevant legislation.

BRANDING

Thrombosis Ireland brand guidelines can be found on the website. This gives guidance on style, colours and fonts etc.

Tone of voice should be simple and clear but friendly. Avoid repetition and clichés. Sentences and paragraphs should be kept short, particularly on the web. Punctuation and language should be modern e.g. avoid semi-colons, single spaces after full stops, simple words in place of high-brow/verbose options.

Branding should be consistent for all Thrombosis Ireland communications with the TSG providing direction on style or design.

MANDATORY REQUIREMENTS

- Communication strategies (messaging, communication channels, costs etc) must be approved by the board and minuted.
- Thrombosis Ireland charitable purpose, and objectives are clearly stated on all external communication channels.
- All written or online communication (website / social media platforms) must contain the Thrombosis Ireland name and registered charity number.
- Key performance indications are agreed prior to each communication program and measured to assess success.
- In as much as is practicable, all Thrombosis Ireland policies must be available to view by the general public.
- Thrombosis Ireland annual accounts and details of fundraising activities (including funds raised) are available to view on the Thrombosis Ireland website
- Use of Thrombosis Ireland branding / logos on any external platforms requires the express permission of Thrombosis Ireland
- All communication from Thrombosis Ireland can be viewed on the website, TI will not maintain a mailing list for newsletters but will make them available on the website.
- The content of all patient information materials is reviewed at a minimum every two years by medical personnel to assess relevancy and accuracy and such review is documented and archived by the founder.

TYPES OF COMMUNICATIONS

Thrombosis Ireland communicates with its members and potential members in a variety of ways:

- The Thrombosis Ireland Newsletter (available on the website)
- The website
- Social media platforms (e.g. **Facebook**, **LinkedIn** and **Twitter**) and the website forum and social network
- Workshops and Focus Groups
- Direct Messaging

- Group emails (also sent to Individual members)
- Emails (or posted information) to all members
- Events (virtual and face to face)
- Press
- Patient and Health care professional materials

Where relevant, all details will be kept in accordance with the TI GDPR policy.

THROMBOSIS IRELAND NEWSLETTER

From December 2021, Thrombosis Ireland will produce an online newsletter at least twice a year (Plan - March & October) for the public. Content is supplied by or commissioned from trustees and coordinated and edited by the TSG. Members and groups with experience are invited to guest edit an issue occasionally. The Founder liaises with the external designers and the TSG.

Photos must be supplied at 300 dpi and text must be in a Microsoft Word doc.

Copyright of material is transferred to Thrombosis Ireland when submitted unless otherwise requested. Proper credit for text and photos will be given at all times. Any images sourced from the internet must have a Creative Commons licence and be given the required credit.

THE WEBSITE

The website is managed with some designated trustees having administrative access – www.ThrombosisIreland.ie. The TSG manage content and the members' database. The Website has a public area and a private, closed member's area accessible via name and password. The website is kept interesting by news, events, local group news and national activities. Every opportunity should be used to include images and videos.

Photos for featured images (news/blog/etc) should be min. 600 pixels wide and 600 dpi.

Copyright of material is transferred to Thrombosis Ireland when submitted unless otherwise requested. Proper credit for text and photos will be given at all times. Any images sourced from the internet must have a Creative Commons licence and be given the required credit.

Advertising is not currently accepted on the website.

SOCIAL MEDIA INCLUDING FACEBOOK GROUPS

Social media platforms such as **Facebook**, **LinkedIn** and **Twitter** are now key channels for charities to interact with their members and grow awareness of Thrombosis Ireland through members' connections and interactions.

Currently the public accounts are:

Twitter - [@ThrombosisIrL](https://twitter.com/ThrombosisIrL)

Facebook - www.facebook.com/ThrombosisIreland

LinkedIn - <https://www.linkedin.com/company/thrombosis-ireland>

YouTube - [ThrombosisIrL](https://www.youtube.com/ThrombosisIrL)

Instagram - **Thrombosis Ireland**

Content is TI news, events and photos with links to the relevant Thrombosis Ireland website always included.

Thrombosis Ireland and moderators adopt the following guidelines that trustees and the public must observe when participating in social networking sites. It is considered a breach of the code of conduct for people connected to TI to post on any public or private website or other forum:

- Anything that may harm the goodwill or reputation of the organisation or any disparaging information about Thrombosis Ireland.
- Any disparaging, discriminatory or harassing information concerning any member.
- Any confidential information or intellectual property.
- Any private information relating to a member or a member of the public.

Moderators may remove any post that they consider inappropriate.

WORKSHOPS AND FOCUS GROUPS

Occasionally Thrombosis Ireland gathers trustees and selected members of the public to discuss developments for Thrombosis Ireland.

A Focus Group of diverse members may be set up to provide feedback on ideas, designs. It is helpful to gather views and encourages engagement and ownership by members of Thrombosis Ireland and its developments. This information is presented to the board.

EMAIL COMMUNICATION

All email communication is through a Thrombosis Ireland email address with Thrombosis Ireland sign-off available. It is mandatory for trustees to do the same. Thrombosis Ireland email addresses are provided to new trustees or volunteers when they commence with Thrombosis Ireland.

Trustees aim to respond promptly to communications from members. Such communications are shared and recorded as appropriate.

ADVERTISING

External: Advertisements are placed by Thrombosis Ireland from time to time in suitable agreed publications aimed at an appropriate demographic for the organisation and aligned with the approved communication strategy. Groups are encouraged to publicise themselves and Thrombosis Ireland locally using branded marketing materials supplied by Thrombosis Ireland once express permission to use the TI logo / branding elements has been obtained.

EVENTS

Volunteers and groups are encouraged to hold area and local events and open them to prospective members. Banners and marketing materials are available from Thrombosis Ireland. These should be attended by a representative of the Board of Trustees if possible.

PRESS

National – All enquiries should be directed to the Chair of Trustees, Founder or the TSG

References:

Charity Regulators Code

SE GLS 8.2.1 019 000 Governance Code - Guidance on Charity Communications