



# Family Nursing & Home Care

## **Communications Policy**

**July 2024**

## Document Profile

<b>Type</b>	Policy	
<b>Title</b>	Communications Policy	
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<b>Category</b>	Governance	
<b>Date approved by Organisational Governance Approval Group</b>	4/07/24	
<b>Date approved by Chief Executive Officer</b>	5/07/24	
<b>Review date</b>	3 years from approval	
<b>Document Status</b>	This is a controlled document. Whilst this document may be printed, the electronic version posted on the intranet is the controlled copy. Any printed copies of this document are not controlled. As a controlled document, this document should not be saved onto local or network drives but should always be accessed from the intranet.	

## Version Control/Changes Made

Date	Version	Summary of changes	Author
July 2024	1	New policy	Mo de Gruchy

Content from the following documents has been used to develop this policy:

Age UK Exeter Social Media Policy 2019 [www.ageuk.org.uk](http://www.ageuk.org.uk)

Jersey Health and Community Services Communications Strategy 2019 (HCS Intranet)

Re-engage Communications Policy 2024 [www.reengage.org.uk](http://www.reengage.org.uk)

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## 1 INTRODUCTION

### 1.1 Rationale

As a charity, Family Nursing & Home Care (FNHC) recognises that consistent, effective and appropriate communications – both external and internal – are essential for the charity to achieve its aims, objectives and policies, and to its credibility. The objective of the Communications Policy is to help the charity achieve a better understanding of what it offers to the public. This ensures that the charity can undertake its work arrangements as efficiently and effectively as possible.

This policy aims to:

- Improve the clarity with which the values and identity of the charity are understood.
- Promote transparent and open communication.
- Provide clear and well-judged information at the most appropriate level of detail in relation to the needs of the reader or user.

The improvements and benefits that good communications should provide are:

- A greater likelihood of achieving the charity's aims, objectives and priorities.
- A more effective and purposeful 'face to the world'.
- A trusting working environment in which staff and volunteers can locate the information they require.
- Providing everyone with the skills to be confident communicators.

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.

### 1.2 Scope

All staff, Committee members and volunteers should be aware of the policy. The aim of this Policy is to mitigate the risk to the charity of damaging or ineffective communication. It also ensures that all staff are aware of the best practices for conducting both external and internal communications and clarifies the responsibilities for each aspect.

### 1.3 Roles and Responsibilities

#### Committee

The Committee is responsible for ensuring that they help to promote the charity's reputation through consistent external communication.

Committee members are expected to be familiar with the programmes and activities of the charity and to refer complex or difficult external questions to the CEO.

### Chief Executive Officer (CEO)

The CEO is responsible for the overall clarity and coherence of the charity's external communications. The CEO seeks opportunities to promote the interests of the charity. The CEO works to create an internal culture of open, honest, efficient and transparent communications.

### Senior Leadership Team (SLT)

The SLT has overall responsibility for ensuring that staff share information and knowledge through the best external and internal communications.

Individual members of the management team will ensure that their staff are thoughtful and consistent in their communications, and are aware of the principles and guidelines available for different aspects of their work.

### Operational/Team Leads

Operational/Team Leads will 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 press and social media guidelines.

### Communications Adviser

The communications adviser, together with the CEO and Head of Fundraising, will draw up and agree a Communications Plan for the organisation, in order to develop an accurate and positive understanding of the charity's brand and work and to maintain the charity's reputation.

They will co-ordinate and produce communications that encourage FNHC's target audience to interact with the charity. They will manage the charity's brand and use promotional tools including advertising, print distribution, third party promotions and digital, online and social media channels. They will proactively generate media coverage by identifying stories and news to publicise the charity's activities, facilitate media requests and respond to media enquiries.

### Head of Fundraising

The Head of Fundraising, working alongside the Communications Adviser, will ensure that the charity offers clear and consistent messages about its objectives and its work.

They will oversee all print communication from the charity (other than publications) including marketing, social media, development, learning and access, as well as setting the standard for communications through the website.

Promoting effective communications through the media, whether printed or broadcast, and seeking collaboration with appropriate media channels.

Ensuring that communication for visitors within the charity, and at associated sites, is appropriate and as clear as possible.

### All Staff

All staff are responsible for maintaining effective internal and external communications, suggesting improvements where possible and reporting breaches of the Policy.

## **2 POLICY**

### **2.1 General Principles**

External and internal communications are integral to strategic and business planning, as well as project and team appraisals (including collaboration with other organisations).

Effective communications play a positive role in the day-to-day operations of the charity, by considering the content and audience for any specific message or information to be disseminated.

Managers and staff at all levels have a responsibility to promote good communications both internally and externally.

The charity cultivates a culture which encourages transparency in communications, clarity of style and the sharing of best practice and expertise across the organisation. All communications are important and need to be carefully considered.

### **2.2 Key Objectives**

Our key objectives include the following:

- To maintain/increase awareness of FNHC - our ethos, who we are, what we do and how we do it.
- To support development of our brand image equating to high quality, expert community health care
- To communicate that we are a charity, aiming to maintain/increase fundraising through donations, legacies and events, and showcase how funds are used for the benefit of islanders
- To be the employer and provider of choice
- To be the healthcare training provider of choice

### **2.3 Target Audiences**

Target audiences include:

- The general public
- Users of FNHC services, their family, friends and informal carers
- Health care professionals
- Other healthcare-related charities
- Approved care providers
- Potential investors, sponsors, donors

## **2.4 Key Messages**

Our key messages include the following statements:

- We are one of the oldest Jersey charities, over 100 years of experience in care provision
- We are trusted by islanders
- Our ethos "Start well, live well, age well"
- We are funded by donations, fundraising and legacies
- We are contracted by the Government of Jersey for the provision of community services
- We deliver expert care that is dignified and person-centred
- Kindness is a priority
- We have the courage to be innovative in the way care is delivered

## **2.5 Measuring Success**

Success of the impact of our communications will be measured using the following:

- Impact Report
- JCC Reports
- Patient/client/informal carer surveys/interviews – ‘patient experience’ podcasts/videos/stories
- Compliments/comments received
- Social media analysis/monitoring tools
- Staff surveys/feedback
- Feedback from and analysis of effectiveness of advertising/awareness campaigns and events eg. Have Your Say

## **2.6 Management of Communications**

### **2.6.1 Internal Communications**

Internal communications include all the messages and information (whether verbal or written) shared within the charity. This occurs primarily between members of staff, but also involves exchanges between the Committee and staff, as well as between management and staff. Additionally, internal communications may extend to information given to the staff of companies involved with charity projects, as well as to volunteers.

Effective internal communications are facilitated through active management across the charity to ensure that:

- Staff and the Committee are informed of the most important information relating to the effective management of the charity (for example, beneficiary numbers, volunteer numbers, level of donations, press coverage and results on key performance indicators) on a regular basis.
- Regular exchanges through Microsoft Office applications, meetings and telephone calls are conducted thoughtfully, respectfully, efficiently and with discipline.
- Informal exchange of information is encouraged through the People First HR system, and posts are used for charity-wide news, with email principally intended for external communications.

### **2.6.2 External Communications**

External communications encompass all the messages and information presented by the charity to various audiences, whether directly (through telephone calls, letters, e-mails, newsletters, marketing materials, social media channels, online and press releases) or indirectly through the media and word of mouth.

They also include the messages and information provided to visitors at the charity, as well as to other stakeholders including service users, sponsors, supporters and key suppliers.

Corporate and marketing communications should be considered within the broader perspective of the charity's objectives, to:

- Distribute high-quality information about its plans, projects and programmes of activity, ensuring that those who are influential for the future support of the charity (whether from the press, government or in the academic world, or as private or corporate supporters, or as key opinion formers or volunteers) are well informed.
- Ensure that the visual identity of the charity, as portrayed through all print and digital communications, is clear, coherent and reflects the charity's key values.
- Engaging in a beneficial dialogue with its audiences using research, feedback and social media channels to gain insights, address queries and convey key messages about the charity's work.

## **2.7 Management of Website & Social Media Platforms**

### **2.7.1 Website**

FNHC's website will be managed and hosted via a contract with an external digital agency, who will provide technical support.

Access to the website to perform limited administrative tasks, such as updating text/images will be granted to specific colleagues where this is part of their role.



### **2.7.2 Social Media Platforms**

FNHC has a presence on four social media platforms, under the following account names:

Facebook: Family Nursing & Home Care

Instagram: family\_nursing

LinkedIn: Family Nursing & Home Care

X (Twitter): @FNHCJersey

Access to the Instagram and Twitter accounts is via a log in and password system. Details are held in a Word document kept within the Fundraising and Communications electronic folder.

Access to the LinkedIn and Facebook accounts is gained via an individual's personal account. An FNHC employee with current admin access will need to allow admin access for colleagues where this is part of their role.

## **3 PROCEDURE**

See Standard Operating Procedures for Communications

## **4 MONITORING COMPLIANCE**

Monitoring compliance of this policy will be undertaken via review of effectiveness of relevant communication activities.

## 5 CONSULTATION PROCESS

Name	Title	Date
Claire White	Director of Governance and Care	11.01.2024 07.02.2024
Claire Whelan	Head of Information Governance and Systems	11.01.2024 07.02.2024
Lee Newell	Data Analyst	11.01.2024 07.02.2024
Rachel Foster	Quality and Performance Development Nurse	11.01.2024 07.02.2024
Kalina Syvret	Head of Fundraising	11.01.2024 07.02.2024

## 6 EQUALITY IMPACT STATEMENT

Family Nursing & Home Care is committed to ensuring that, as far as is reasonably practicable, the way services are provided to the public and the way staff are treated reflects their individual needs and does not discriminate against individuals or groups on any grounds.

This policy document forms part of a commitment to create a positive culture of respect for all individuals including staff, patients, their families and carers as well as community partners. The intention is to identify, remove or minimise discriminatory practice in the areas of race, disability, gender, sexual orientation, age and 'religion, belief, faith and spirituality' as well as to promote positive practice and value the diversity of all individuals and communities.

The Family Nursing & Home Care values underpin everything done in the name of the organisation. They are manifest in the behaviours employees display. The organisation is committed to promoting a culture founded on these values.

### Always:

- Putting patients first
- Keeping people safe
- Have courage and commitment to do the right thing
- Be accountable, take responsibility and own your actions
- Listen actively
- Check for understanding when you communicate
- Be respectful and treat people with dignity
- Work as a team

This policy should be read and implemented with the Organisational Values in mind at all times. See overleaf/below for the Equality Impact Assessment for this policy.

## 6.1 EQUALITY IMPACT SCREENING TOOL

Stage 1 - Screening			
Title of Procedural Document: Communications Policy			
Date of Assessment	June 2024	Responsible Department	Corporate
Completed by	Mo de Gruchy	Job Title	Communications Adviser
<b>Does the policy/function affect one group less or more favourably than another on the basis of:</b>			
	<b>Yes/No</b>	<b>Comments</b>	
Age	No		
Disability <i>(Learning disability; physical disability; sensory impairment and/or mental health problems e.g. dementia)</i>	No		
Ethnic Origin <i>(including hard to reach groups)</i>	No		
Gender reassignment	No		
Pregnancy or Maternity	No		
Race	No		
Sex	No		
Religion and Belief	No		
Sexual Orientation	No		
<b>If the answer to all of the above questions is NO, the Equality Impact Assessment is complete. If YES, a full impact assessment is required: go on to stage 2.</b>			
Stage 2 – Full Impact Assessment			
What is the impact	Level of Impact	Mitigating Actions <i>(what needs to be done to minimise / remove the impact)</i>	Responsible Officer
Monitoring of Actions			
The monitoring of actions to mitigate any impact will be undertaken at the appropriate level			

## 7 IMPLEMENTATION PLAN

Action	Responsible Person	Planned timeline
Policy to be uploaded to the Procedural Document Library	Education and Development Administrator	Within 2 weeks following ratification
Email to all staff	Education and Development Administrator	Within 2 weeks following ratification
Upload policy (+/- assessment tool) to Virtual College and allocate to relevant staff	Education and Development Department	Within 2 weeks following ratification
Relevant staff to sign (via Virtual College) that they have read and understood policy.	All staff notified via Virtual College.	Within 2 months of notification

## 8 GLOSSARY OF TERMS

None

## 9 REFERENCES

Age UK (2019) *Exeter Social Media Policy*. Available at [pol1---policy---social-media-policy.docx \(live.com\)](#) Last accessed 07.02.2024

Re-engage UK (2024) *Communications Policy*. Available at [Communications\\_policy \(reengage.org.uk\)](#). Last accessed 07.02.2024

States of Jersey (2019) *Communications Strategy for Health and Community Services*. Available at [Template document for policies / guidelines](#). Last accessed 07.02.2024