

Sussex Community Rail Partnership

Policy Number: 32

Policy Title: Communication policy

1. The Sussex Community Rail Partnership (SCRP) exists to further the joint objectives of the partners within the overall objective of reconnecting the community with its railway.
2. SCRP will use all relevant communication methods and will endeavour to communicate regularly and appropriately with its many audiences. SCRP will also provide suitable ways for its stakeholders to communicate with the Partnership
3. Social media such as Twitter and Facebook lend themselves to instant communication. Posts on these in the name of SCRP should therefore only be placed after careful thought. All such material must also be copied to the Manager.
4. Any **official** announcement, whether by press release, website or social media must be agreed by the Manager who can also consult a director if necessary, usually the Director responsible for the communications policy.
5. Any media comment about the Partnership from another source which may require a response must be cleared by the Manager **and** a Director, usually the Director responsible for the communications policy.
6. Creating Copy. **All** copy must be considered carefully before being used with external audiences, especially emails and, social media posts. **All** copy, which is not for social media e mails or the website must be proof read by another member of the team before being used. Copy for publication which will be printed by SCRP direct on office printers or by external printers and arranged by designer must be cleared with the Manager and usually with the Director responsible for communication policy in advance before being sent to designer or printed on office printers.

Status	Draft agreed by	Considered by Board	Final version approved	Review
Draft	2016			Periodically
Date Reviewed	Reviewed By		Comments	