



Central Highlands Association of Neighbourhood Houses

Media and Marketing Policy

Document Control

Policy Title:	Media and Marketing		
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Relevant standards, legislation and other documents:

- Incorporations Act
- Victorian Human Rights Charter
- DHHS Service Agreement Requirements

Definitions: (define key terms)	
CHANH	Central Highlands Association of Neighbourhood Houses
DHHS	Department of Health and Human Services
Members	Neighbourhood Houses (represented by managers and committees of management) funded by DHHS within the Central Highlands area
CoM	Individuals representing member houses in CHANH Committee of Management
Staff	Any person employed by CHANH or volunteering at CHANH
Executive Team	CHANH President, Vice President, Treasurer and Secretary

Policy Declaration

CHANH is committed to communicating and supporting the image of the Neighbourhood House brand across the region through the development, provision and implementation of media and promotional resources which reflect CHANH initiatives, our sector and the strengths of our member organisations.

Central Highlands Association of Neighbourhood Houses

C/- Ballarat Neighbourhood Centre, PO Box 540W, Ballarat West, 3350
0401 769 101 | networker@chanh.org.au | chanh.org.au
ABN 96 376 374 241

Purpose:

This policy provides guidance in developing, implementing, and reviewing CHANH media and marketing initiatives.

Owner:

This policy is the responsibility of the Executive Team and must be ratified by the CoM.

Application:

This policy applies to the CHANH CoM and staff.

Policy Rationale

CHANH media and marketing can take two forms:

- Provision of media and marketing resources of member houses, supporting awareness of regional and sector information and brand
- Provision of media and marketing to the community relating to CHANH members, regional projects and community awareness campaigns relevant to neighbourhood houses and the neighbourhood house brand.

All CHANH external communications activities should be coordinated with, and approved by the Network Manager or as delegated (ie to a subcommittee). These activities include, but are not limited to:

- Publications including print and electronic publications
- Merchandise
- Logos
- Advertising
- Media Relations including distribution of press releases
- Films
- CHANH webpage
- Signage
- Event management
- Sponsorship
- Social media
- Market research

Successful marketing strategies and communications efforts ensure consistent and coordinated strategies. For CHANH to communicate clear messaging it is essential that the marketing and communications activities reflect the organisations purpose, vision and values and developed and delivered in line with the CHANH branding and design styles.

The Network Manager is the spokesperson for CHANH and is its media representative. This responsibility may be delegated to a member of the CoM or staff in the absence of the Network Manager. No member is to speak as a representative of CHANH without prior consent of the CoM.

The Network Manager will be responsible for the production and distribution of brand and design style guidelines and updates as appropriate. All media and marketing will be created under this direction with regard to editorial style, brand guidelines and organisational marketing messages.

Social Media

CHNAH encourages and supports the use of social media for engagement opportunities with our community, and promotion of its events, services and programs.

The purpose of using these social media is to support our member houses, our communities and the Neighbourhood House brand in our region.

Confidential or proprietary information should never be shared publicly on social media channels.

General Guidelines:

- Be inclusive, responsive, respectful and friendly
- Look for collaboration or cross-promotion opportunities
- Encourage communication with the audience – don't just broadcast

CHANH maintains a Social Media Bank via Facebook where member organisations can access and share prepared social media content relevant to the neighbourhood house brand, CHANH initiatives and content relevant to the community. Member organisations are encouraged to share such content via the Social Media Bank.

Film Production

Films produced for external audiences must be approved by the CoM prior to publishing. Films must be produced in accordance with the Code of Conduct Policy, the Privacy Policy, Brand Guidelines and any other relevant CHANH Policies.

Website Management

The CHANH website must maintain site-wide consistency with regard to navigation structure, location of the CHANH logo, footer, and contact information.

The CHANH website adheres to quality, reflecting CHANH's image and purpose, and abide by established standards and CHANH policies and guidelines.

Photo and Recording Permission

CHANH recognises that using images and recordings of people from our community builds a sense of connection and inclusion with our community. Therefore, CHANH's policy is to use photographs and audio or visual recordings of staff or CHANH users for publicity purposes in print or online media.

Any person (or parent or guardian of a person under the age of 18) not willing to have their image used for these purposes is able to opt-out by removing themselves from the vicinity where photos or recording is taking place, or

by advising the photographer, filmmaker or CHANH staff that they do not wish to be included. Failure to do so will be interpreted as consent and the images or recordings may be published by CHANH.

However, CHANH recognises that work conducted in our member organisations facilities or events must reflect the relevant policies of that organisation. Every effort will be made to comply with member organisation policies.

Newsletters and Direct Marketing

Use good judgment when writing content. Where possible, link newsletter stories back to the relevant websites or sources of information. All text should be spell checked and punctuated correctly using the CHANH brand and design style guide.

Where data is collected it, such as through online surveys, it must be managed accordance with the CHANH Privacy Policy.

Advertising

All advertising (other than for recruitment of personnel) placed on behalf of CHANH in any publication or electronic medium and paid for from CHNAH funds must be approved by the CoM.

Any sponsors who collaborate with CHANH events, must sign a contract particularising what they will provide, and what CHANH will offer in return (e.g. a logo on all promotional material for the event, or having the client on site during the event).

The project manager will be responsible for ensuring all documentation is completed and submitted to the Network Manager for sign off.

Publications

Any person producing a publication on behalf of CHANH will:

- Design and layout publications ensuring brand and design style guides are adhered to
- Ensure marketing messages are consistent with organisational objectives
- Target messages appropriate for the intended audience
- Use the CHANH logo in a clear and consistent manner

Any person producing a publication for CHANH is responsible to ensure all details including copy are correct on promotional material. The publication must be reviewed and approved by the Network Manager prior to publication.

CHANH publications and promotional posters may be distributed in brochure stands and poster displays around the community. When appropriate, a list of all locations where CHANH publications are distributed is to be maintained by the Network Manager.

Emergencies

In the event of an emergency the safety and welfare of staff, volunteers and clients will always be of the utmost importance. If possible the Network Manager will attend the site of the emergency as soon as possible to assist with media enquiries.

It is not appropriate to comment on the possible cause of the emergency or the extent of the damage or injury. Comments should be limited to an expression of concern about the safety of others, an indication of what is being done to keep others safe and what is being done to support others e.g. provision of counselling. It is also inappropriate to comment on matters currently under police investigation, likely to be part of a police investigation or subject to legal proceedings.

Related Organisational Policies and Procedures:

- CHANH Document Register
- Code of Ethics
- Continuous Improvement Policy
- Privacy Policy

Responsibilities

Executive Team:

- To implement and monitor policy

Members:

- To be informed of the Risk Management Policy and Risk Register
- To participate in policy reviews as required

Staff:

- Implementation of policy, as outlined in position descriptions
- Participation in policy review as required

Breach of Policy

A breach of this policy may result in disciplinary action up to and including termination of employment.