

Communications Policy

Description

Policy governing public communication by all members of Mind-Ed.

Objectives

The community will be engaged using safe and appropriate language.

Application

This Policy applies to all members of Mind-Ed which includes Board Members, Staff, volunteers and anyone who acts on behalf of Mind-Ed.

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1. The community will be engaged. Within the bounds of this Policy, members of Mind-Ed are encouraged to engage in and with the Margaret River community in order to discuss and help people. When conversations are overtly relating to Mind-Ed, this engagement must be in line with Mind-Ed policies and plans.
2. Professional mental health advice cannot be given by Mind-Ed members unless explicitly included in their roll, such as acting as a community support person in training or workshops or explicitly identified in their JDF. Under no circumstances may any member of Mind-Ed, in their role as a member of Mind-Ed, offer or purport to offer professional advice, whether paid or gratuitous, for the treatment of an individual's specific mental health condition.
3. Social media participation relating to Mind-Ed requires approval unless already provided in a job description, either for the Board or staff members. Statements on behalf of Mind-Ed which are to appear on its website or in social media such as Facebook, Instagram or in response to a media request, shall be approved by the CEO, the Chair or as detailed in a job descriptions in a role appointed by the Board.
4. Participation in printed and electronic media. Statements to and in electronic and printed media on behalf of Mind-Ed may be made only by the Chief Executive Officer, the Chair, the Communications Coordinator or with the CEO's express agreement, by other members of Mind-Ed.

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Reviewed by: Board

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Next Review Date: November 2025

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5. Adverse and critical observations cannot be made. Statements in support of better and improved mental health services and support may be made by members of Mind-Ed, in line with Mind-Ed's policies and plans. However, statements cannot be made on behalf of Mind-Ed which might reasonably be considered adversarial/critical, directed against specific mental health providers and arrangements, except by the Chair, the Chief Executive Officer or, with the CEO's express agreement, by other members of Mind-Ed, and only in line with Mind-Ed's policies and plans.
6. All communications will adhere to the *Safe Language Procedure* of Mind-Ed.