COMMUNITY LINKS & HUMAN EMPOWERMENT INITIATIVE (CLHEI)

CHLEI COMMUNICATIONS POLICY/SOCIAL MEDIA STRATEGY

This policy applies to all Staff, Volunteers/interns and encompasses: Purpose of Communication, Communication tools and mechanisms and liaison with the Media.

CLHEI COMMUNICATIONS/ICT DEPARTMENT
5/24/2021

POLICY STATEMENT

BACKGROUND:

It is recognized that effective and efficient communications strategies can significantly enhance and protect both the reputation and delivery of services in any organization. Community Links and Human Empowerment Initiative (CLHEI) is committed to providing a framework through which the organization can embrace in fostering excellent internal and external communication.

STATEMENT:

Community Links and Human Empowerment Initiatives is committed to providing an open and honest approach to communicating with staff, the local community, the media, donors and other relevant stakeholders. Overall, the policy will always ensure that there is a viable approach to communication and that the responsibilities and expectations of staff are identified and understood.

RESPONSIBILITY:

It is the responsibility of all management staff, employees, volunteers, contractors and program partners to ensure that they comply with this policy.

POLICY IMPLEMENTATION:

This policy is developed in consultation with all staff and approved by the Board of Directors. And all employees, Board, and volunteers are responsible for understanding and adhering to this policy.

This policy should be referenced in relevant policies, procedures and other supporting documents to ensure that it is familiar to all staff and actively used.

This policy will be reviewed in line with Community Links and Human Empowerment Initiatives quality improvement program and/or relevant legislative changes.

TARGET:

This policy applies to all board members, staff and volunteers/intern and encompasses:

➢ Purpose of communications

➢ Communications tools and mechanism

➢ Liaison with media

OUTCOMES:

a) Clear and coordinated communications within and between CLHEI; its partners and stakeholders

b) Increased knowledge and understanding of CLHEI, programmes, policies and services to support good knowledge management and operations within the organization.

c) Timely, accurate, transparent, and effective delivery of official information for both internal and external consumption.

d) Enhanced visibility and profile of CLHEI

CONTENT

Further reference and related policies

1. <u>**INTRODUCTION**</u>

Good communications are crucial to an organizations success in the provision and development of effective services. The communication policy provides staff with information on how communications will be made and how they will be handled by Community Links and Human Empowerment Initiative.

<mark>Communication activities should always inform and educate, emphasizing our strengths and dealing with negative publicity in a positive manner</mark>. This policy acknowledges the importance for **CLHEI** to maintain a good reputation with local involvement, to capitalize on new opportunities and continue to be the first-choice provider of local community interventions.

Community Links and Human Empowerment Initiative communicates for several purposes, to:

- Increase awareness of the organization, its goals, its work, and its needs

- Enhance community understanding of its intervention activities

- Share knowledge with its stakeholders

- Share knowledge internally for effective organizational management

- Increase the profile of **CLHEI**.

This policy applies to all staff within the organization and relates to all types of internal and external communications.

Communications should always be two-way, transparent, and carried out in a timely and effective manner thus:

- Consistent, clear, accurate, relevant and useful

- Written in plain and simple language for ease of comprehension

- Spoken or written in English, except in cases where it is contextually relevant to use the other language or cultural expressions as the chosen medium of communication.

2. ROLES AND RESPONSIBILITY

It is the responsibility of all management staff, employees, volunteers, contractors and program partners to ensure that they comply with this policy.

It is the responsibility of the CEO to ensure that:

- Board members, Staff, Volunteers, Contractors, and Project partners are familiar with their obligations under this policy; and

- Any breaches of this policy coming to the attention of the management are dealt with appropriately.

In all organizations there is a correct line of communication. At **CLHEI**, the first line of communication is your immediate superior or line supervisor. The **CLHEI** organizational chart will show you who your line supervisor is.

Supervisory and Management Staff:

All the supervisory and managerial staff shall ensure that:

a. All staff members are sensitized on the communication policy

b. Communication systems and processes actively support the vision and mission of the organization

c. They act as role models by leading by example and demonstrating good practice in all aspects of communication

d. Effective, timely and appropriate feedback is provided to staff and volunteers

e. They reflect on communication standards and practices within their respective teams and identify opportunities for improvement

f. They take action to ensure they are resolved amicably where staff and volunteers raise issues of poor communication

g. There is effective communication between staff, students and other stakeholders

h. They support and promote a culture that encourages inclusion, transparency and involvement of all concerned parties

i. All staff members in their areas of responsibility have an understanding of the

strategic direction of the organization and project activities

j. There is consistency, equity and parity in communication processes across the organization

Staff Members:

Members of staff shall:

a. Be aware of the communication policy and demonstrate the institutional standards in communication

b. Demonstrate the principles of good practice

c. Be responsible for ensuring that they communicate effectively and appropriately in line with the given standards of communication

d. Be aware of the various methods of communication and utilize them appropriately in their work

e. Tackle incidents of poor communication in proactive and constructive ways

f. Ensure that information is shared appropriately and in a timely manner, and

g. Carefully consider feedback in situations where stakeholders constructively raise issues relating to poor or inappropriate communication, and adjust their communication style appropriately and timely

Communications Team:

The **Communications Team** works to develop the reputation of **CLHEI** and manage expectations in the local community by ensuring clear and open communication channels are maintained:

The team's main functions include:

a. Receiving and dealing with media request (reactive)

b. Produce press briefings/media releases/pitching for interviews (proactive media)

c. Preparing briefing and speeches for senior staff as required

d. Developing and maintaining the content of the **CLHEI** website

e. Liaising with the local communities and partners in respect of joint project interventions

f. Overseeing compliance with corporate branding

g. Handling the **CLHEI's** Social Media Channels

h. Supporting statewide development campaigns

i. Advising on **CLHEI** Campaigns

j. Producing Staff newsletters

k. Arranging events including public meeting, events and other activities

l. Working with stakeholder engagement lead to support communications with external stakeholders

The responsibility of the **Head of Communications** includes:

a. It is the responsibility of the Communications Team to ensure that this policy is implemented and maintained

b. The Head of Communications has primary responsibility of ensuring that all **CLHEI** publications and communications are accurate, up-to-date, accessible, respectful and compliant with **CLHEI** policies

c. The Head of Communication also ensures that all public communications comply with appropriate State and Federal laws

d. The Head of Communications must ensure **CLHEI** accounts for cultural and Social sensitivities in its communications and will be inclusive and respectful of all people it works with

e. Any filming or taping of **CLHEIs** programs or of the organizations proceedings by the media is subject to prior permission by the **Head of Communications** or **Executive Director**.

f. The Head of Communications must all ensure all communications developed by partners must be communicated to the public and the communities in which they work in an accurate and honest fashion

3. METHODS OF COMMUNICATION

CLHEI should expect to receive and send communications via a wide variety of methods, both internal and external to the organization.

These may include, but not limited to:

    a. Phone Calls

    b. Emails

    c. Meetings

    d. Social Media (e.g. Twitter, YouTube, Facebook etc)

    e. CLHEI website

    f. Audio-Visual outputs

    g. Notice boards

    h. Printed Material

All communications should reflect the diversity of the population, comply with the Disability Act, and use positive images and language for equality and diversity.

Communications in a variety of formats, for example Braille, audio or other languages can also be made available on request via the Equality and Diversity team.

4. INTERNAL COMMUNICATIONS

Internal communications is information and knowledge that is shared within **Community Links and Human Empowerment Initiative**.

Effective internal communication is essential for good organizational management. All Board members, staff and volunteers/intern are responsible for actively contributing to communication strategies and activities.

==When communicating internally, all messages should be consistent with the **CLHEIs values**, up to date, consistent, and relevant and presented in a clear and concise manner.==

They should be available in a range of different formats and disseminated in a manner appropriate for the type and nature of the communication.

The **Communications Team** will take the lead in facilitating and promoting effective staff communication strategies and will offer advice and support to managers as requested.

Language:

    a. All official communication or interaction, whether verbal or written, shall be formal English Language.

b. All information about policies, programmes/projects, services, products and other written literature like the Annual Reports and Statement of Accounts shall be written in English

c. The language must be clear, relevant, objective, easy to understand and useful. To ensure clarity and consistency, plain language and proper grammar must be used in all communication with the public

d. All correspondences to **CLHEI** shall be replied in English

e. All signage, billboards, product brochures, and materials for media placements shall be in English

f. Radio and Television adverts may be in Pidgin English or local languages where the use of English is unlikely to yield maximum benefit

g. The choice of language shall depend largely on the target audience and decision could be based on the professional advice of the Communication team.

Workplace Communication:

Our staffs are our biggest asset and they act as the day to day **ambassadors for Community Links & Human Empowerment Initiative**. Staff plays a vital role in relaying messages to project participants and other stakeholders and therefore form an essential part of the **CLHEIs** overall development of stakeholder participation and partnership.

Communication is a vital part of creating and maintaining a safe and efficient workplace environment.

How we interact with clients and staff will affect how well the organization functions and how satisfying you find your job to be.

Interpersonal Communication:

Interpersonal communication is the way we communicate with others. It may be with another person, to a group of people or to the public. It includes written, verbal and non-verbal communication.

General:

At **CLHEI**, when communicating with others, take into consideration:

- Who you are talking to

- The type of information to be communicated (for example, confidential, good news/bad news, difficult technical information, instructions, general daily information), and

- What is the most appropriate type of communication to use is (for example, verbal, email, memo, handover)

This may be determined by the type of information to be communicated.

At all times staff needs to be respectful and polite to one another and to clients. At no time should they raise their voice, swear or speak in a manner that makes another person feel belittled.

Cultural Awareness:

CLHEI aims to create a safe and culturally aware work environment.

- We need to recognize that people come from a variety of backgrounds and cultures and with them they bring a variety of different values, attitudes and beliefs.

- All staff needs to be non-judgmental, respectful and tolerant of each other's differences. When communicating with people from other backgrounds care needs to be taken to ensure that cultural differences in both verbal and non-verbal communication are considered.

- Professional development is provided to staff to assist the process.

Disability Support:

CLHEI aims to create a work environment that is safe and supportive of people with disabilities.

- Alternative methods of communication are maintained and developed when appropriate (for example: translators, voice recognition software, browser readers).

- Professional development is provided to staff to assist in the process

All organizations have rules for the transfer of information. Knowing how to use the different types of communication and following the correct procedures at CLHEI helps

Communication can be internal or external or both. Internal communication is between staff at CLHEI. External communication is between staff at CLHEI and clients or other community members including the media.

At Community Links and Human Empowerment Initiative routine workplace protocols exists for:

- Written communication (sending and receiving information)

- Verbal communication (giving and following instructions and messages)

Types of Written Communication used at CLHEI include:

- Email, letters and faxes (internal and external)

- Forms, reports and memos (internal and external)

- Minutes and agendas for meetings (internal)

- Technical and procedural manuals (internal)

- Workplace signs (internal)

- Notice boards and pin-up boards (internal)

Written communication is a vital part of communication at Community Links & Human Empowerment Initiative.

CLHEI recommends that written communication:

- Is simple and easy to understand

- Is to the point and avoids unnecessary repetitions

- Avoids too many technical terms, and

- Avoid slangs, offensive language and discriminatory, racist or sexual language

Types of Verbal Communication at CLHEI include:

- Handovers (internal)

- Telephone (internal and external)

- Meetings (internal)

At CLHEI Verbal communication can be improved when:

- It is clear and concise

- It is friendly and professional

- Appropriate feedback is given

- Active listening is used

- There is an awareness of non-verbal communication styles, and

- There is an understanding of cultural differences

The type of written and verbal communication you use at SBHC will depend on the area you work in and on your job description.

Mechanism and Tools used for Internal Communications

A range of mechanisms and tools are used for internal communications and may take various forms, such as but not limited to:

Staff, Team and Project Meetings

Staff, team and project meetings provide an opportunity for information sharing and decision making on a range of project and operational issues for the organization. All staff is required to attend staff meetings and relevant staffs attend team and project meetings.

Work Plan and Review Meetings

Work plan and review meetings between staff, volunteers and supervisors allow communication on specific project and activity planning, achievements and challenges.

Email and Electronic Calendars

The use of email and electronic calendars is essential for effective communication amongst staff and volunteers/interns.

These tools are simple and effective way to share information about projects, meetings, and internal business/operations, external sector news and activity.

These tools also provide a record and may be considered formal documentation.

All staff and volunteers/interns are expected to use email and share electronic calendars.

Use of Internet, Email and Phone

All employees and volunteers will use communication systems and equipment for Community Links and Human Empowerment Initiatives purposes only.

Employees and Volunteers will comply with all laws when using **CLHEI** communication systems.

Using **CLHEI's** computer resources to seek out, access, store or send any material of an offensive, obscene or defamatory nature is prohibited and may result in disciplinary action.

All emails and internet use, including specific websites visited may be monitored.

When writing emails:

- Use polite and correct language

- Start with greeting, for example "Dear Bamidele", until you know the person well enough to be able to address the emails as "Hi Bamidele",

- Explain yourself clearly,

- Don't use abbreviations in emails; write all out in full and end the email correctly saying "regards Bamidele".

- The Executive Director **must be copied in all outgoing mail**

Remember that the person reading your email can't see you so they can't read your body language and see joking, angry or serious.

Telephone use

Phones should be answered within four (4) rings.

- Give the name of the organization and then your own name and job role. For example:

Good morning/afternoon, **Community Links and Human Empowerment Initiatives.**

This is Ruth Godiya.

This helps people know they have dialed the correct organization, who they are speaking to and what your role in the organization is.

- Speaking clearly and at a speed that enables people to understand you.

- Write any information down as you are listening as it is very easy to get off the phone and find you have forgotten who was speaking, a contact number for them and which information they wanted

- End the telephone call with some kind of resolution for the person who rang, either get the person with whom they wish to speak, take a message for the, ask the person to ring back at a later time, or solve the issue yourself.

Taking messages

- When you take a message for someone make sure you understand the message correctly.

- Repeat the information back to the sender to ensure that the information you have is correct.

- Ensure you have the time of the interaction, the message, the sender's details, name, phone number, and email or address if necessary, so that the recipient can contact them.

- Give message as soon as it's possible, as it may be something that requires urgent attention. If possible check back to be sure that the person received the message.

Computer use

Within an organization there will be information that is sensitive and confidential in nature stored on the computer network. Most organizations have a confidentiality agreement that employees sign when they first join the company.

These agreements protect the privacy of their clients by ensuring that all staff will not pass on information of a personal or sensitive nature to any outside source.

One method of reducing any invasion of privacy is to issue staff password that gives them access to a particular level of computer access.

When using computer at CLHEI:

- Do not allow access to visitors to have easy access to computers to view information stored on the system

- File printed information in the appropriate place according to the departments' protocols.

- Place information that is to be discarded into the locked confidential paper bins

for shredding prior to been discarded or make sure file is deleted permanently in the cycle bin

Use of internet

- General internet access will only be provided to authorized personnel; where the authorized personnel will be issued with appropriate passwords and those passwords should not be divulged to any other person at any other stage.

- Authorized personnel will have responsibility for internet access under their password and hence will also have responsibility to illicit use of that password with or without their content.

- To access, download or transmit any indecent, obscene, pornographic, discriminatory, defamatory or inappropriate material as well as the circulation of such materials will be dismissible offence. This rule will be strictly enforced and is viewed extremely serious.

5. External Communications

A. outgoing

Outgoing communication is information and knowledge that is initiated, developed and distributed by the organization for an external audience.

CLHEI provides outgoing communications to the following:

- Project partners beneficiaries (potential, current, previous)

- Employees (potential, current, previous)

- Funder/donors

- Engaged and potential consultants

- Partner organization for projects

- Government institutions/Departments/Agencies

- Local community organizations

- Research and academic institutes

- Media

- Associations and professional organizations

Developing Outgoing Communications

==Prior to any communication being made, CLHEI must decide how it wants the communication to be received and composed in an appropriate manner.==

The purpose of the communication to promote good practices, provide urgent information to partners, and highlight successes must be clearly identified.

Whatever the reasons behind the communication, they must all be credible, open, honest, timely, realistic, and professional.

Target audiences should be identified and the most appropriate and effective method of delivery chosen to ensure maximum coverage.

It is important that CLHEI develops robust two-way communication channels to provide reassurance and promote confidence in the services provided.

Feedback on service provision is essential for the future development of the CLHEI and to provide information on the challenges being faced.

Component	
What: identify broadly what it is that is to be communicated	
Message: use a message(s) to communicate	
Audience: identify who the audience is, adapt the message accordingly	
Messenger: identify who will do the communicating and why	
Mechanism: how will the message be communicated	
Review/evaluate: was the message received, understood, did it create interest, was there any feedback?	

Mechanisms and tools used for outgoing communication

A range of mechanisms and tools are used to distribute outgoing communication.

Website

The website is a primary tool for distributing outgoing information to a broad audience. Information about CLHEI's goals, governance, membership, activities, current projects and news items is maintained by the Communications Team.

Blog

The blog is produced biweekly for work related to the organization for the following purpose;

1. To establish your authority/credibility in your field of work

2. Promote service offered

3. Share insightful information

All staff contributes and writes articles for the blog.

Organizational Documents

A community Links and Human Empowerment initiative produces several organization and project specific documents that provide information about its plans, achievements and activities.

Documents such as annual report, strategic plans, consumer brochures and project background and implementation plans may be provided to consumers, members, stakeholders and funders with current information about CLHEI's activities, performance and plans.

Organizational documents for outgoing communication are also to be distributed internally, to all staff and Board members.

Conference, Forum and Meeting Representation

Board and staff members participate in numerous conferences, forums and advisory groups representing Community Links and human Empowerment Initiatives.

It is important to be clear that representation is for the organization and not personal opinion, unless clearly stated.

Participation also allows for information gathering so that CLHEI is better informed and better able to provide services for consumers.

Stakeholder Meetings

CLHEI staff participates in regular meetings with relevant stakeholders to provide

support, share information about current projects and issues and to gather feedback on feedback on services.

Regular contact with stakeholders is part of CLHEI's service delivery. All staff is responsible for developing and maintaining effective relationships with stakeholders.

Media Communication

The Communications Team may produce or respond to media releases on behalf of the organization. Media releases may be developed to promote an event or project achievement, advocacy on behalf of consumers, or to counter any negative media coverage relating to the mental health sector.

Media Handling

All media enquiries must be directed through the CLHEI communications team.

a. **Guidance for staff**

Management

Management staff who are approached directly by the media to comment on specific issues may respond directly if they feel is appropriate. Where issues may be deemed contentious it will be more appropriate to issue a written response via the communications team.

Management staff dealing directly with the media should advise the communications team that they have done so in order for the enquiry to be logged

Members of staff

If a call from the media goes directly through to any other member of staff it should be referred immediately to the communications team.

Members of staff should only speak to the media after they have spoken to the communications team and after they have been briefed about the enquiry.

<u>Volunteers/Interns</u>

==If approached by the media they should direct all calls to the communications team.==

b. Response to media enquiries

==The communications team or management staff in the circumstances outlined above, will deal with the media enquiry, either providing the information verbally, in writing, or by arranging with the journalist to put them in contact with the appropriate staff.==

==All quotes given on behalf of Community Links and Human Empowerment Initiatives should be attributed. Attributable quotes should only be made by agreed media spokesperson.==

Every effort should be made to meet deadlines wherever possible.

c. Media Enquiry Audit Trails

All Media enquiries and their progress and outcome will be recorded by the Communications Team.

d. Out of Hours Enquiries

On occasions it may be necessary for the Communications Team to contact nominated officers when they are offsite, in meetings or out of hours if an urgent reaction to a media story is required.

e. News Release Procedure

News releases are issued to present a positive message about **Community Links and Human Empowerment Initiative** and its work amongst the public partner organizations.

They will inform others about our aims and achievements and should at all times promote positive messages.

==The Communications Team will issue statements that explain or defend the organizations position on issues that may arise. All news releases and statements from **Community Links and Human Empowerment Initiative** will be planned, coordinated and released through the Communications Team.==

==All news releases which refer to other **CLHEI** partners will not be issued until the approval of the content has been confirmed with their Communications department.==

All news releases and statements will be copied to **CLHEI** leadership and will/may also be available on the **CLHEI** social media platforms and websites.

B. Incoming Communication

Incoming Communication is information and knowledge that is sought and/or received from an external source to the organization.

Incoming communication support **CLHEI** in achieving its goal, strategic plan and provision of services to consumers.

CLHEI receives communication from the following sources:

- Project Partners Beneficiaries (potential, current, previous)

- Employees (potential, current, previous)

- Funders/Donors

- Engaged and potential consultants

- Partner organizations for project

- Government institutions/Departments/Agencies

- Local Community Organizations

- Research and Academic institutes

- Media

- Associations and Professional Organizations

Mechanisms and Tools used to Receive Incoming Communication

A range of mechanisms and tools are used to receive incoming communication. Mechanisms described above in 'outgoing communication' also provide opportunities for CLHEI to receive information.

6. WEBSITE

The Communications Team will oversee the **CLHEI** website and social Media Platforms for editorial content.

It will be used to provide relevant information to project partners, staff and other stakeholders with policies, news and information about **CLHEI** and the work it is doing.

If we intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information.

We will seek feedback from members to improve the information available on the site.

7. SOCIAL MEDIA

Social Media should be treated the same as any other communication channel. A published message has the potential to be widely read as a newspaper headline. All staff members should acquaint themselves with the CLHEI Social Media Policy.

8. NOTICE BOARDS, POSTERS, LEAFLETS AND BANNERS

Notice boards are positioned in most of the CLHEI locations. They should also be used to display posters, leaflets, staff notices, blog and media releases to enhance and develop communications amongst staff, partners and members of the public.

Content should be clearly monitored and managed by the staff responsible for that service area and should always be up to date and relevant.

Particular care should be taken to ensure that the notice boards are not used for private display by either individual or private companies, unless prior approval has been sought from either the Communications Team or the Senior Manager responsible.

All leaflets produced by **CLHEI** must be approved by the Communication Team for branding and content. If the leaflet is intended for partners use, it must first be reviewed and approved by the relevant internal scrutiny group prior to being published.

All leaflets designed for staff only should be forwarded to the Communications Team who will ensure content and corporate branding compliance and decide for them to be uploaded onto the staff intranet.

9. CORPORATE BRANDING

It is essential that any form of communication, documentation of information being produced, has the correct corporate branding, and is designed to complement the **CLHEI's** image.

The Communications Team will provide advice and guidance to staff on appropriate branding, as well as monitoring communications to ensure that they comply with the CLHEI's corporate image and values.

All outgoing communications must carry the organizations name and/or logo, including letters, reports, and project materials, emails, policy and advocacy submissions. In line with organizational style branding guidelines, the organization name and logo are

LOGO USE GUIDELINES

CLHEI's visual identity communicates the values, strengths and objectives of the organization that also shapes perceptions about it.

It is important to use the identity in a consistent manner. It is the responsibility of staff, designers, organizations and suppliers to follow the guidelines and reproduce the identity in print and electronic media only as described.

- The logo (including graphics, fonts, placements, and colors) must not be altered.

- Where there is a question about the use of the logo, CLHEI ED or Communications lead must be reached and will offer advice and direction.

- The logo is not subject to modification to suit individual whims and convenience but must be consistent on all materials that it appears, in line with the provisions of the policy at any point in time.

- Even when the logo is to appear on materials that are written in other languages, it must remain in the same format and color scheme.

Elements and Formats:

- Always use approved digital art to reproduce the logo

- Size proportionately

- The logo is available in the following formats: EPS; JPG; GIF; TIF; BMP; PDF; PNG

- Official font must always be used – preferred fonts are Arial 12 which is professional and reader-friendly

Color:

- No changes can be made of the color or font of the CLHEI logo

Positioning:

- Always position the logo on a clear area, free of other text or graphics

- Leave the minimum clear space around the logo

10. PRIVACY

CLHEI is committed to protecting the privacy of personal information that the organization collects, holds and administers.

These include clients/beneficiaries, business partners, donors, members of the public and **CLHEI** personnel (including volunteers, employees and prospective employees).

CLHEI recognizes the right of individuals to have their information administered in ways which they would reasonable expect – protected on one hand, and made accessible to them on the other.

CLHEI will:

- Collect only relevant information that the organization requires for its primary function

- Ensure that stakeholders are informed as to why information is collected and administered

- Use and disclose personal information only for primary functions or directly related purpose, or for another purpose with the persons consent.

- Store personal information securely, protecting it from unauthorized access

- Provide stakeholders with access to their own information, and the right to seek its correction

All Staff, Board members, volunteers, consultants, project partners must observe these privacy approaches in regard to any public information presented to the media or general public.

11. COPYRIGHT

All material created by employees, volunteers and consultants of **CLHEI** in the course of their engagement, irrespective of whether it is created using **CLHEI** facilities or materials, or during normal working hours, will belong to **CLHEI.**

Copyright laws dictate that work such as photographs, films; sound recordings etc require the permission of the owner prior to its use.

Staff should also ensure that appropriate permissions are sought prior to the work being used and must acknowledge and give credit to the source.

Should a person be photographed, consent must be obtained prior to it being used in either internal or external publicity.

All staff should consult before the use of photographs, CDs, and videos should they wish to utilize any of these resources.

The Communications Team will provide advice and guidance as required.

12. Record Keeping

All document bearing **CLHEI** name and/or logo, including digital and electronic materials, must be saved in the electronic and hardcopy filing systems, as per the Information Management Policy.

Further Reference and Related Policies

- Standards of Business Conduct and Conflicts of Interest Policy

- Social Media Policy

- Equality and Diversity Policy

- Email Policy and Procedure

- Information Management Policy

- Grievance Policy in the Policies and Procedures Manual

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