



Communications Policy

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Approved by: Trustees

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FoBP Charity No: 1210927

Revision Log:

Revision	Amendments
01	Drafted
02	Trustees feedback

Next review of document: 22/07/26

Purpose and Scope

This policy lays out how volunteers communicate on behalf of The Friends of Broomfield Park to ensure clarity, consistency, professionalism and legal compliance. It covers all outward-facing channels—print, digital, social media, email—and internal communications among members, volunteers and Trustees.

2. Core Principles

- **Clarity:** Messages must be clear, concise and jargon-free
- **Consistency:** Brand tone, key facts and visual identity must remain uniform
- **Openness:** We aim to be transparent about our activities, funding and decision-making
- **Respect:** All communications will be polite, inclusive and free from discrimination.
- **Positivity:** The Friends of Broomfield Park (FoBP) want to enthusiastically celebrate the park, and the important part it plays in our local community
- **Compliance:** We adhere to GDPR, copyright law, Social Media platform terms of service and our Partnership Agreement with the London Borough of Enfield.

3. Audiences

- Local residents and park users
- Members, volunteers and Trustees
- Local councillors and partners (e.g. Enfield Council)
- Donors, grant-makers and sponsors
- Media outlets, local community media and, where appropriate, bloggers

4. Communication Channels

1. Official source for events calendar, details of park activities, volunteering, trustees and charity governance etc and be found at this website – [\[www.fobp.uk\]](http://www.fobp.uk)
2. Email newsletters – including dedicated messaging for
 - a) General public/park users
 - b) Volunteers
 - c) Members

Each version will include a regular digest of upcoming activities, calls for volunteers, Charity successes and current news.

3. Social media – Real-time updates, photos, quick reminders.

4. Printed flyers and posters – Noticeboards in the park, community halls, libraries.
5. Press releases – Major project launches, fundraising milestones, local press and community media outreach.
6. WhatsApp group for day-to-day coordination and urgent alerts.

5. Roles and Responsibilities

- Communications Lead (volunteer appointed by the Trustees)
 - Oversees and schedules all public posts.
 - Ensures brand consistency and legal compliance.
- Content Contributors (all volunteers)
 - Submit ideas, photos and copy to the Communications Lead at least one week before planned publication.
- Trustee Co-Chairs (or delegated trustee)
 - Reviews and approves press releases and any statement on sensitive issues (e.g. complaints).
- Data Protection is the responsibility of the Trustees Including ensuring all data collected (mailing list, event sign-ups) meets GDPR requirements.

6. Social Media Approval and Sign-Off

A separate, comprehensive social media policy has been prepared and agreed by the Trustees detailing the day-to day activity, this policy addresses Trustees’ sign-off of messaging

1. Draft content → Communications Lead
2. Legal/GDPR check (if personal data involved) → Trustees
3. Final approval for sensitive or high-visibility pieces → Trustee Co-Chairs

Routine social media posts may be fast-tracked by the Communications Lead or Secretary without full Trustees’ sign-off to maintain timeliness.

7. Style and Tone

- Warm, friendly and community-focused
- Active voice (“Join us on Saturday” not “You are invited”)
- Plain English; explain any technical terms (e.g. “biodiversity survey”)
- Inclusive language; avoid acronyms or insider shorthand

8. Branding and Visual Identity

- Documents websites and social media platforms should include registered charity number and full name of organisation
- Always use the official logo

- Use legible fonts: headings and body copy generally in sans serif Montserrat or Arial
- Caption all photographs: include photographer credit and date.
- Only use stock images with proper licence or accreditation (confirm with Communications Lead) however, original photos of Broomfield Park are preferred

9. Data Protection and Privacy

Friends of Broomfield Park shall (and always comply by GDPR):

- Obtain explicit consent for adding anyone to mailing lists; or group sign-ups securely.
- Never share personal data (email addresses, phone numbers) in group chats or public posts.
- Retain mailing list data only as long as individuals remain active supporters.
- Provide an easy “unsubscribe” link in every email newsletter – across all audiences – Public / Volunteers / Members.
- Photographs at public events in any public park do not require individual permissions – but be prepared to remove any photographs if requested.

10. Accessibility

- Website: We aspire to follow WCAG 2.1 AA guidelines (alt text on images, 4.5:1 text contrast), link found here [xxxxxxxxxx](#), but at present with limited volunteer capacity this will be ongoing.
- Documents: when required we make documents available in accessible formats (Large Print, tagged PDFs or Word docs), clear headings and simple layouts.
- Social media: include image descriptions and use legible font sizes on graphics.

11. Crisis and Issue Management

In case of negative media attention or sensitive incidents relating to Broomfield Park:

1. Inform the Trustees as soon as possible, subject to confidentiality.
2. Pause new postings.
3. Trustee Co-Chairs draft/agree a holding statement.
4. Seek counsel from local authority or pro bono advisor if legal risk exists.
5. Issue update within 24 hours via website and social media channels.

Other policies and protocols may connect with this area of operation – e.g. Unauthorised Encampment Protocols.

12. Monitoring and Evaluation

- Track engagement metrics regularly and include in annual report (open rates, likes, shares, replies).
- Report and review at Trustee meetings:
 - What worked well?
 - What needs improvement?
- Adjust the content plan accordingly and document lessons learned.

13. Policy Review

This policy was prepared in **June 2025** and will be formally reviewed every 12 months by the Communications Lead and Trustees.