



Endcliffe Orchestra

Draft Communications Policy

Please remember is that there is no perfect system for communications. This is a work in progress and we would value your thoughts and comments on ways in which communications can be improved.

We all have a responsibility, the committee for making sure relevant information is sent to the right people, and the members for checking that they know where/how to get information and to share when appropriate.

There are currently 5 methods of communicating, below is a brief description of how the committee envisages they will work.

- 1. The Website** – This is mainly for external communications.
It is likely to be the first place to look for information about concerts, how to join, background (history) etc. especially when people search in the web. It is in the process of being updated and any comments on this would be gratefully received.
It has a password protected “Members Section” – the password is **Endcliffe**
This section will be kept updated with the latest rehearsal schedule and other relevant information such as links to minutes of meetings.
- 2. WhatsApp community** – *this was suggested in place of Slack as a means of instantly communicating with groups within the orchestra. We are currently using it as a pilot so will be asking for feedback later in the year.*
This is for internal communication only. This is how we envisage the groups within the community to work.
Announcements – messages can only be posted by the committee and will be kept for one-off notices like the rehearsal schedule, last minute changes etc.
General – open for anyone to post if they think this is something the other members might be interested in, similar to the information which used to go out in the weekly members newsletter.
As this will go out to everyone, please consider if it is relevant to the whole orchestra before posting. If you want more information, it may be more appropriate to directly message the person who posted the initial information.
Section Groups – each section leader is responsible for the content here. Most are likely to use this to let the section know if a rehearsal can’t be attended, or for sharing other relevant information for that particular group
Section Leaders – A place for section leaders to chat, and for bowed string parts to be initially posted, for sharing on with the relevant sections.
Committee – A place for the committee to communicate with each other.
Other groups may be created if necessary. Remember it is also possible to mute notifications from specific groups if you consider it necessary.
- 3. Newsletter** – This will become an external communication, likely to be sent out about 4 times a year. It will be used to supplement the Facebook and Website, with information about recent events and other news relating to the orchestra.
- 4. Facebook/Instagram** – There are regular posts on these platforms. We would expect members to help promote the orchestra by commenting on posts and also by sharing them to their own Facebook page. This really does help with the algorithms.
- 5. Email** – It is still possible to email the committee as a whole. There is a link to do this on the Members section. The email address is endcliffemembers@gmail.com