

Communications Policy - part 1 - Purpose, Ethos and Tone

- Name** Communications Policy - part 1 - Purpose, Ethos and Tone
- Purpose** Clarify WHY and WHAT of Pollinators official communications, for Directors, staff and members
- Text** *This 'policy' must be read in conjunction with linked content, including:*
- Minimum Services Levels [link needed]
 - [Theme Guides](#) detailing the focus and source of content
 - Pollinators Mission, Vision, Values and Strategy [available on website](#)
 - Communications Policy - part 2 - Channels and Tools

Purpose

Broadly, communication is to:

- Fulfil our mission and objectives as per Constitution,
- Achieve the goals outlined in our Strategy e.g. grow our community, attract innovators to the region, operate independently of grants,
- Deliver: "Minimum Service Levels" for each service area (as advertised on our website), contractual obligations for funded projects (as per contract) and commitments to partners (as per agreements),

Audiences

Three main audiences who have different expectations:

1. **Members:** members, coworkers, program participants. They expect:
 1. To receive services and to be consulted about any changes,
 2. To understand clearly how they can contribute and access benefits.
2. **Community:** potential 'members' and the 'general public'. They expect:
 1. To receive relevant information about services and social impact,
 2. That projects funded by government are widely communicated.
3. **Influencers:** politicians, partners, network/list managers. They expect:
 1. Opportunities to be acknowledged for any support they've provided,
 2. Timely, succinct communication of our: impact, requests, initiatives,

Messages

Three types of messages and examples:

1. **Mission and vision** (regional innovation, sustainability etc.) how we are achieving it and how they can contribute. Examples:
 1. Annual reports on our social impact, use of funds,
 2. Position statements about new innovation or regional cities policies,
 3. Requests to crowdfund or collaborate on new projects.
2. **Services** (membership, coworking), benefits, how to access. Examples:

1. Guides on how to book space, share news, or access discounts,
 2. Invitation to events or programs with links to RSVP,
 3. Profiles of members, ventures aligned with our mission and how to connect, collaborate.
3. **Values** (connected, collaborative, creative) and expressions. Examples:
1. Showcases of collaborative projects between our members,
 2. Inspiration from outside our community that align with our values,
 3. Sharing tools, notes or learning from meetings.

Priorities

Voluntary Directors and staff have very limited resources and communication is only part of their roles. Pollinators communication priorities are:

1. **Requirements** as per our Constitution, law or Board policies e.g. notification of AGM, briefing notes requested by Board,
2. **Commitments** to 'Members' or 'Influencers' esp. Funders (see [part 1](#)) as per agreements e.g. renewals, 'regular newsletter',
3. **Influencing** 'Community' to use services or 'Influencers' to achieve our mission e.g. advertising events, advocacy for innovation policy changes,
4. **Facilitating** 'Member' collaboration via online platforms and member events e.g. actively connecting members beyond minimum services,
5. **Sharing** achievements, opportunities aligned with our mission and vision e.g. member/venture profiles, sharing member events on Facebook,
6. **Progressing** member-driven ventures that could benefit Members and Community e.g. new partnerships, new auspiced/GeroSoup projects
7. **Informing and Inspiring** with cases and opportunities from outside our membership e.g. funding opportunities, amazing projects,
8. **Coaching** through one-on-one communication with members about their ventures e.g. phone calls to provide advice on funding, business model,
9. **Advice** to non-members about their ideas / ventures / opinions.

Tone

Some guidance on the tone and intent:

Appreciating more than selling and self-promotion. i.e. excitement at members achievements, more than overt marketing of Pollinators.

Benefits more than features and costs i.e. Values, outcomes, impact and experience more than dollars, deals and details.

Platform more than push. i.e. invitations to collaboration amongst 'members' or 'influencers' more than pushing content at the wider 'community'.

Curious more than knowing. i.e. more question marks and engagement than exclamations and yelling answers.

Professional more than personal i.e. Share facts, information tips and tools more than opinion, memes.

Nurturing more than harvesting. i.e. More effort on

connecting individual members than publicly promoting the achievements of a few.

Consistency more than campaigns. Regular sharing of a small amount of good content rather than sporadic hits of intense marketing effort.

Type Policy

Status Approved and in use

Comments **Community Lead** 27/01/2016 05:12

[@Board](#) [@Angie West](#) here is a draft, part 1, of a communications policy. Please review and check that it makes sense and is aligned with your expectations.

This is intended as a clear and accurate guide for staff, members to the 'why', 'what' and priorities for our communication. It would be shared openly with all members, and even on our website to non-members to clarify our communications policy.

Pam Sherlock 27/01/2016 08:49

Reads very well and it is clear for everyone to understand and follow

Paul Dyer 28/01/2016 14:06

V helpful Andrew.

Jane Bagshaw 28/01/2016 22:09

This looks great Andrew, thank you! I'm sorry I couldn't get there on Wednesday.