

# First Steps (Bath)

## Communication & Media Policy

This policy outlines the guidelines for the branding and presentation of First Steps (Bath) documents and communications.

### Policy Statement

The guidelines are to ensure uniformity and accessibility in all communications and correspondence and should be always used. First Steps (Bath) seeks to engage with organisations, communities, individuals, and service users, to positively raise its profile through using a range of media.

### Creation

Only the Senior Management Team (SMT) is permitted to introduce a new form of media channel or create a new page/link (following agreement with the Chief Executive).

Any new communication channel that is introduced is communicated to trustees and staff.

### General

1. All content is appropriate and reflects the ethos of First Steps (Bath).
2. Correct spelling and grammar are used.
3. References always use 'we' and not 'I'.
4. Photographs of children are only used if the parent / carer of the child have given permission.
5. Confidentiality is maintained.
6. First Steps (Bath) branding guidelines have been designed to ensure compliance with the Disability Discrimination Act and are adhered to (see appendix 1).
7. Copyright laws are respected e.g., images with no copyright from the internet are not used.

### Website & social media

1. A media champion is assigned within each team who is permitted to add content (see appendix 2).
2. If any post or content made by a member of the public is inappropriate, a senior manager responds according to the circumstances.
3. The terms and conditions of the social media site are always followed.
4. All links reflect First Steps (Bath) values.
5. Senior Management Team carries out ongoing reviews of content.
6. Senior Management Team reviews the website content on an annual basis.

### Correspondence

#### Letters:

The First Steps letterhead is always used.

All correspondence should be left adjusted (including date).

All signatures should be followed by the typed name and their post title.

## Email

All emails should be set to include a signature in the following format:

*Name Surname* (in signature format, font and size chosen individually)

## Regards

*Name*

Name  
Job Title



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Helping Children and their families make their First Steps towards a better future through working in partnership to provide quality family informed services.

## Advertising & PR

1. The templates for A5, A4, and A3 posters, leaflets and flyers are used when creating new documents saved on Canva.
2. The Senior Management Team reviews advertising materials on an annual basis.

## Links to other policies

- Code of conduct for staff
- Confidentiality
- Safeguarding & Child Protection Policy
- Inclusion Policy and Procedure

Created by Ann Thurgood and Michelle Payne May 2016

Approved by the Board of Trustees October 2016

Reviewed by SMT May 2017

Reviewed by Trustees May 2018

Reviewed by SMT March 2019

Reviewed by SMT March 2020

Reviewed by SMT March 2021

Reviewed by SMT March 2023

