



Communications Policy

1.1. Policy or Position Summary:

The Society will actively communicate to express and seek a range of views, information, feedback, and advice across a variety of media. The Society will provide effective communication that provides timely, proactive and appropriate information for and about the Society, its members and issues concerning them.

1.2. Definitions

For the purposes of this policy, communication is defined as the means by which information is disseminated by the Society's Board, Committees, and its membership both internally amongst itself and externally to others, which may include levels of government, other associations, non-members and other stakeholders in the community.

1.3. Purpose/Background

The purpose of this policy is to define and provide a broad framework in which the Victoria Iranian-Persian Cultural Society will undertake its internal and external communications, with the ultimate goal of providing well-coordinated and effectively managed practices that are responsive to the Society's diverse information requirements.

1.4. Jurisdiction/Scope

This policy relates to all communications undertaken in a formal capacity on behalf of the organization, whether in textual or electronic formats. This policy may encompass the work undertaken by several Society Committees but is intended to provide an overarching framework rather than direction to specific Committees regarding issues within their mandates.

1.5. Policy Statement Details

1.5.1. Goals

The Society is bound to:

- 1.5.1.1. Providing timely, accurate, consistent and clear information about its decisions, services, and programs, and initiatives while using plain, and accessible language;
- 1.5.1.2. Encouraging opportunities for consultation and engagement of members to improve the Society;
- 1.5.1.3. Promoting transparency and accountability in its decision-making processes and governance; and
- 1.5.1.4. Employing a variety of ways and means to communicate, and providing information in multiple formats to accommodate diverse needs where necessary.



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1.5.2. Requirements

In order to achieve the goals of this policy, the Society will:

- 1.5.2.1. Create opportunities to encourage interactions between Board members, Committees, and members through face-to-face meetings such as the annual meeting, town hall meetings, and issue-specific consultation meetings sessions and virtual environments such as the Society's website, emails, and social media platforms, including Facebook and Instagram, and Telegram;
- 1.5.2.2. Produce and maintain a periodic (preferably monthly) newsletter for disseminating information and announcements to serve the goals stated under the previous section;
- 1.5.2.3. Designate the President and in their absence Vice-President as the official spokesperson of the Society;
- 1.5.2.4. Ensure that all the communications adhere to all VIPCS governing documents, including the Constitution, Bylaws, Policies, Code of Conduct, Events Terms and Condition, Society's Documentation, and Information Governance and Record Keeping Policy;
- 1.5.2.5. Ensure information published are factual and the quality of information published is controlled;
- 1.5.2.6. Prevent the improper use or premature disclosure or publication of incomplete or confidential information material; and
- 1.5.2.7. Enforce a policy regarding the Society's branding to promote consistency in messaging and style.
- 1.5.2.8. Use both English and Persian (Farsi) in all its written and public communications, with the exception of legal documents including the Meeting minutes and other governing documents. Such documents shall be in English.

1.5.3. Internal Communications

The Society's internal communications refer those taking place among the Directors, Officers, Committee Chairs and members, and volunteers. All these communications, textual or verbally, must

- 1.5.3.1. Adhere to the principles and guidelines stated in VIPCS's Code of Conduct document;
- 1.5.3.2. Exemplify the norms and values stated in the Society's Constitution and Bylaws;
- 1.5.3.3. Use Face-to-face communication as a preferred method wherever possible; and
- 1.5.3.4. Use email and other platforms, such as Telegram, Trello, and Slack, as agreed by the Board or Committees.

1.5.4. Outgoing Communications

The Society's external communications refer to those taking place between the Society or its designated representative(s) and any individual (the Society's members, e.g.) or entity (the



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provincial government of British Columbia, other societies, corporations, and businesses or their representatives e.g.). In all these communications, textually or verbally,

- 1.5.4.1. Adhere to the principles and guidelines stated in VIPCS's Code of Conduct document;
- 1.5.4.2. Exemplify the norms and values stated in the Society's Constitution and Bylaws;
- 1.5.4.3. The Society uses the following communications channels including but not limited to: Website, Newsletter, Email, Facebook, Instagram, and Telegram;
- 1.5.4.4. The Society's website shall be the primary point of external communication;
- 1.5.4.5. The website shall be accessible and easy to navigate for its users;
- 1.5.4.6. The website shall provide clear information regarding the Society's governing documents, services, events news, announcements, newsletter, and Board meeting minutes as directed by the Communications Coordinator and the Board;
- 1.5.4.7. All social media communication shall be linked back to the Society's website;
- 1.5.4.8. Any external announcement is subject to review and approval by the Communications Committee prior to the publication. Such announcements cannot be posted unless they adhere to all the Society's governing documents.
- 1.5.4.9. Any external advertisement is subject to the Society's Sponsorship Policy. Advertisements may be accepted for the Society's website, newsletter, and social media platforms as regulated under the Society's Sponsorship Policy. No advertisement material, however, can be circulated by the Society's email, unless as a part of the newsletter.
- 1.5.4.10. The Society must develop and maintain terms and conditions for all its interactive social media platforms including Facebook page and group and Instagram. Those documents will guide the interactions of the users with each other and with the Society.
- 1.5.4.11. The Communications Committee shall designate moderator(s) for each of the Society's social media platforms for moderating the use of the platforms by the users.
- 1.5.4.12. The Society's email may not be used as a mass communication tool unless through the newsletter or by the Board's approval. Single-subject send-to-all emails require Board approval.
- 1.5.4.13. The newsletter is produced and circulated by the Communications Committee.
- 1.5.4.14. The Society will use specialized email addresses with clear responsible authorities. List of these email addresses will be developed by the Communications Committee.
- 1.5.4.15. All email communications must include an e-signature indicating the title of the person or Committee sending the email, the Society's name, email address, website, and social media links. All the e-signatures must have a uniform template.
- 1.5.4.16. All written documents (both printed and digital), recommendation letters for instance, must be sent out in the Society's formal letterhead template as approved by the Board.

1.6. Responsibility



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Chair of the Communications Committee is responsible for the implementation of this policy on VIPCS social media platforms, email accounts, and website.

1.7. Related Documents

Nothing to note.

1.8. References

- Constitution and Bylaws,
- Code of Conduct,
- Events Terms and Conditions,
- Documentation, Information Governance and Record Keeping Policy,
- Sponsorship Policy, and
- Social Media Terms and Conditions.

1.9. Document Control

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