ACEM EXTERNAL COMMUNICATIONS POLICY

1. PURPOSE

The policy provides guidance to members, trainees and SIMGs in the use of ACEM’s communications channels.

2. DEFINITIONS

**Member Communications**

refers to all information communicated or shared with a group of members or multiple groups of members, and generally includes email, website and social channels.

**Member**

means a Fellow, Retired Fellow, Certificant or Diplomate of the Australasian College for Emergency Medicine

**Trainee**

means a trainee enrolled in the FACEM specialist training program, or Specialist International Medical Graduate working towards Fellowship, or an individual enrolled in the Emergency Medicine Certificate or Diploma.

**Employee**

means any employee, or contractor engaged by the College.

**External Communications**

means materials produced by the College for external audiences (i.e. not College members), includes, media releases, publications, print collateral, digital content (including multimedia content and social media).

3. OBJECTIVES

The College’s communication objectives as approved by the Board are:

a. To provide timely, relevant and consistent communication and engagement to employees, members, and key external stakeholders.

b. To provide members and employees with the necessary information to undertake their role (e.g. CPD, training etc.)

c. To engage employees, members and external stakeholders with the ACEM brand to promote the College and its initiatives.

d. To create awareness and understanding of ACEM’s position on key issues and policy matters.

e. To build the profile of ACEM, its entities and members.

4. PRINCIPLES

To meet the above-mentioned objectives, all College communications are to be delivered through the Communications and Engagement Department.
This includes all media relations, use of official College social media channels, use of the College brand, marketing collateral and all College print and digital communications channels, including newsletters and bulk emails. The following principles apply to the College’s communications channels:

- College-wide external communication is managed and maintained by the Communications and Engagement Department.
- The Communications and Engagement Department provides and coordinates the channels, tools and templates to support timely and consistent communication.
- The Executive Director of Communications and Engagement, in consultation with the CEO and President, approves the creation of new communication channels.
- All teams have a shared responsibility for communicating information that reinforces their areas of accountability.
- All communication should be consistent with, and reflective of the ACEM purpose, brand, culture and values.
- All communication should consistently represent ACEM’s desired brand attributes, personality and identity.
- All bulk email communication (i.e. emails being sent to more than one membership group, or more than 30 recipients) is sent via the agreed email platform so that subscription and analytics can be managed.
- Communications will value the audience’s time – communications or new channels will not be created without a clear purpose, and all communications kept succinct.
- Communications include ‘What’s in it for me?’ messages and, where possible, use case studies or research (facts and figures) to create deeper engagement.
- The College communicates in an open and transparent manner unless there are clear commercial, regulatory or legal reasons for confidentiality.
- Repetition of key information via different channels should occur to ensure that key messages are received (that is heard, read, absorbed) by the target audience.

4.1 Standards

All communication must:

a. endeavor to be clear and concise in meaning, avoiding jargon and explaining acronyms;

b. be delivered in a timely manner using appropriate tone and channels;

c. be relevant to the audience, including an awareness of cultural or diversity sensitivities, and having due regards to geographical differences;

d. create an opportunity for members, trainees, employees and others to provide feedback; and

e. adhere to brand identity and tone.

5. BRAND POLICY

The ACEM brand is the sum of the feeling and opinions that people have of the College. The aim is to influence people’s opinions and feelings through brand positioning and identity that reflects how the College wants to be perceived. The brand identity includes the name, logo, language and visual appearance, and is key in external and member communication.

- All marketing communication activities should reinforce the positioning of ACEM as a credible, professional organisation through the content and visual appeal.
• All marketing and communications (print and digital) must adhere to ACEM Visual Style and Brand Guidelines which outline the use of the:
  • Logo;
  • Colour palette;
  • Typography or font;
  • Photography and graphics.

• All marketing and communications (print and digital) must adhere to ACEM Marketing Style Guide which outlines the:
  • Tone of Voice;
  • Language style.

• The Communication and Engagement Department in consultation with the CEO and President provides brand approval for all external and member communications.

• No changes can be made to the ACEM Visual Style and Brand Guidelines without the endorsement of the Executive Director of Communications & Engagement, in consultation with the President and CEO.

• Use of the College logo must adhere to ACEM’s Logo Usage Policy and, where applicable, approval to use the College logo obtained in accordance with the provisions of that policy.

• No new logos are to be created without the express direction and endorsement of the ACEM Board.

6. MEMBER COMMUNICATIONS POLICY

6.1 Bulk Emails

ACEM has two types of bulk emails:
• E-newsletters / Bulletins
• Special alerts / Updates

The guidelines for bulk emails include:
• The Executive Director of Communications and Engagement in consultation with the CEO and/or President as required needs to approve the creation of any new bulk email.

• Development of new channels and communications approaches must be undertaken in consultation with the Executive Director of Communications and Engagement and with the approval of the Executive Leadership Team/or CEO.

• All scheduled bulk emails are sent via Mailchimp, to ensure privacy standards, data management and analytics.

• All bulk emails will be managed via a schedule approved by the CEO or Executive Leadership Team.

• All bulk emails will be brand aligned and follow the approved template.

• Ordinarily no more than two bulk emails are to be sent to ACEM members (or a subset of the membership or trainee cohort) per week.

• Exceptions outside the schedule apply for bulk emails requested by the President, Board and/or CEO when communication(s) to the membership (or a subset of the membership or trainee cohort) is required urgently.

• Bulk emails should be kept to a readable length and format.

• Bulk emails should be designed to be mobile responsive.
6.1.1 E-newsletters, Bulletins

These emails are used to communicate general information to a large group of people or multiple groups of people, with a focus on, but not limited to:

- College operations;
- Education, training and assessments;
- Governing body and entity;
- Faculty updates;
- The ACEM Foundation;
- College events; and
- College policy and ongoing advocacy.

6.2 Website

The website is used to share general information about the College to a broad range of stakeholders including members, trainees and the general public. The focus of website content is education and training program information, corporate information, ACEM profile, advocacy and public research.

- The website functionality, navigation and content is managed and maintained by the Communication and Engagement team.
- The website platform and operational performance is managed and maintained by the ICT team.
- No changes to the site navigation can be created without the express direction and endorsement of the Executive Leadership Team or CEO.
- Content (including PDFs and forms) is the responsibility of the various subject matter experts / teams, and responsibility lies with the owner to review and update content at least twice per year, or otherwise as required (coordinated by the Communications and Engagement team).

6.3 Members’ Portal

The Members’ Portal is used to share specific information with members and trainees with a focus on members’ details, fees, education, training and assessment processes. This specifically relates to content on the home page of the member portal, not content within the functionality of the member portal.

- The Members’ Portal functionality, navigation and content is managed and maintained by the Communications and Engagement Department.
- The Members’ Portal platform and operational performance is managed and maintained by the ICT Department.
- No changes to the site navigation can be created without agreement of the ICT Manager and Executive Director of Communications and Engagement.
- Content (including PDFs and forms) is owned by various subject matter experts / teams, and responsibility lies with the owner to review and update content at least twice per year, or otherwise as required, and this is coordinated by the Communications and Engagement Department.

6.4 Determining content for the Website or Members’ Portal

The intention is that ACEM does not duplicate information on the website and members’ Portal. To determine where the information best fits the following questions are considered:

- Does the information help to positively profile ACEM or one of its key strategic priorities or identified advocacy issues? If yes, the content is to be considered for publishing on the website.
• Does the information assist members, trainees and interested stakeholders understand details about ACEM’s training programs including CPD programs? If yes, the content is to be considered for publishing on the website.

• Is it critical that the content is restricted to members or trainees? If no, the content is published on the website.

• Are there any privacy or legal implications that mean the content could not be made available to the general public? If ‘Yes’, the information is to be provided on the member Portal.

7. SOCIAL MEDIA

ACEM uses social media to build communities for its members, trainees, employees and the general public to interact and connect with the College. The profiles act as a hub of information and generate content for the rest of the network to share, raise awareness of ACEM’s work and support its members and trainees.

Refer Social Media Policy (COR345)

8. MEDIA RELATIONS

Media relations incorporates media inquiries, releases, comments and briefings.

Refer Media Relations Policy (COR90)

9. DIGITAL ADVERTISING

From time to time ACEM may engage in digital advertising to promote a key College activity or position, for example advertising the Annual Scientific Meeting.

10. THIRD PARTY MARKETING SUPPLIERS POLICY

Third Party Marketing Suppliers are used to support the development and delivery of a range of marketing and communication activities across the College.

11. DOCUMENT REVIEW

Timeframe for review: every two (2) years, or earlier if required.

11.1 Responsibilities

Document authorisation: Board
Document implementation: Executive Director of Communications and Engagement
Document maintenance: Governance and Standards Manager

11.2 Revision History

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<th>Date of Version</th>
<th>Pages revised / Brief Explanation of Revision</th>
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<tr>
<td>v1</td>
<td>Feb-2018</td>
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