

COMMUNICATIONS POLICY

For departments and teams within our central offices

Version: August 2023

Consistent, effective and appropriate external and internal communications are essential to achieving our aims and objectives; sharing the Good News of the Gospel and the important work and mission of the Catholic Church. The Diocese operates under a single website address (URL): abdiocese.org.uk and has adopted standardised branding, fonts and production values across all teams and departments. This is a positive change which greatly benefits our audience.

1.1 For the purposes of this policy:

External Communications include but are not limited to: telephone calls, letters, blogs, podcasts, online forums, e-mails, newsletters, promotional materials, social media posts, press releases, media materials and filming.

Internal Communications include verbal or written messages and information shared between members of staff, management, members of clergy, Trustees and (in some instances) volunteers.

1.2 Internal and external communications should champion best practice, promoting the teaching and mission of the Catholic Church while adopting a tone that is polite, trustworthy, sincere, honest, helpful, wholesome and welcoming. We should be respectful of others, even those people and groups we might disagree with. We must be seen to be kind in all circumstances.

1.3 Those communicating with young people and vulnerable adults should ensure that they are aware of Diocesan Safeguarding policies and follow these at all times. The Communications Officer sits on the Safeguarding Sub Committee of Trustees and ensures that all communications of a safeguarding nature are considered carefully together with The Bishop, Trustees and Safeguarding Professionals in the Diocese.

- 1.4 Oversight of all Diocesan communications is administered and managed by the Communications Officer. The Communications Office is responsible for overseeing adherence to our brand identity and organisational voice acting as a resource for questions and reviews and making editorial and stylistic decisions.
- 1.5 We expect our teams and departments to champion, promote and protect our shared brand identity, working within our brand guidelines and fully adopting our brand in internal and external communications across all their platforms.
- 1.6 Teams and departments can refer to our Diocesan brand guidelines (Nov 2020) when producing letters and documents which do not include tables or graphics. All other materials must be sent to the Communications Office in good time for design by our Graphic Designer (allowing two weeks is recommended).
- 1.7 Other than the Bishop's own communications, and those issued in his name and with his authority by the Diocesan Chancery and Tribunal, the Diocesan branding, including the Bishop's Coat of Arms, must not be used in any published materials without the express approval of the Diocesan Communications Officer.

This policy is due for review before the end of October 2026.