Youth Solutions – Communication

1   Policy statement

This policy recognises that an effective and up-to-date website is essential for clear, meaningful and ongoing relationships with key stakeholders and service users.

2   Purpose, scope and outcomes

This policy aims to support the processes around updating the Youth Solutions website www.youthsolutions.com.au and support the transfer of knowledge online.

This policy also aims to promote and encourage communication with all stakeholders and service users through a well-established online presence.

This policy is complemented by the Procedure – Content Management System.

3   Definitions

Please refer to the Policy and Procedure Definitions document, section 6.1 Communication, for all definitions.

4   Principles

All Youth Solutions staff and other workers need to understand the importance of an effective website, particularly when working with young people.

Through guidance from a suite of policies that acknowledge privacy and confidentiality, copyright, communication and social media use, staff and other workers are made aware of the issues that are associated with internet use within an organisation and the use of online tools to further promote the Service.

Please refer to the following policies for more information: Policy – Communications and Media, Policy – Copyright, Policy – Photograph and Video Consent, Policy – Privacy and Confidentiality, Policy – Social Media.

5   Policy detail, action and procedures

Youth Solutions recognises that an up-to-date, informative and well-managed website is essential for success of the organisation. The Youth Solutions website underpins the Service's entire strategy for communications and is particularly necessary for effective external communications.

Youth Solutions also acknowledges the need for correct procedures to assist in monitoring and maintaining this important communication tool.

5.1   Promotion of service

The Youth Solutions website aims to provide stakeholders and service users with information about:

- Youth Solutions and its services, projects, activities, campaigns, goals and strategies

- information about alcohol, drugs and other relevant health and wellbeing issues
- referral information, including links to services, support and information
- the various people and or organisations connected with the Service (including staff, Board, volunteers, sponsor and supporter businesses/organisations [or people, where appropriate])
- the ways stakeholders can get involved to support young people, including promotion of fundraising efforts and events

The website promotes Youth Solutions' vision, mission and philosophies as well as outlining the structure and accountabilities of the Service.

5.2   Promotion of projects

The website promotes individual projects coordinated and implemented by Youth Solutions. The project pages on the site outline the key project information, objectives, reports, as well as information about how to book these programs.

Youth Solutions utilises the website as a tool to build community capacity. Access to project reports enables other services at a state, national and international level the opportunity to access helpful and relevant project information.

The site also promotes stakeholder involvement with projects and fundraising activities.

5.3   Referral information and linking to other websites

Youth Solutions is passionate about providing access to important information and support services, particularly in relation to health, youth, alcohol and other drugs. The referral information on the Youth Solutions website includes:

- Macarthur and Wingecarribee-specific services and organisations (particularly those offering youth-specific services, drug and alcohol-specific services, counselling, mental health services and rehabilitation and detoxification)
- emergency contact details
- feedback and general inquiries

Youth Solutions engages with external organisations by linking to externally run sites that are appropriate and reflective of the Service's goals and objectives. Choosing to include an external organisation's details on the Youth Solutions website will be decided upon through staff meetings or other internal communication platforms such as correspondence between the Chief Executive Officer (CEO) or Community Relations and Communications Coordinator (CRCC) and person recommending the change.

For more information about website copyright, refer to the Policy – Copyright.

5.4   Social Media

Youth Solutions staff, Board Members, YAG, student placements and volunteers should read and understand the Policy – Social Media. Social Media platforms, including but not limited to, Facebook, Twitter, Instagram, Linked In and YouTube, have an important role in promoting the website and improving online presence.

Appropriate social media guidelines should be followed in order to correctly comply with this policy, as website and social media work together as Youth Solutions' online presence.

Youth Solutions will often use social media as a tool to engage with people and link them back to relevant information on the Youth Solutions website.

5.5 Maintenance

The Youth Solutions website is maintained internally with the use of a Content Management System (CMS). The CRCC is responsible for managing the Youth Solutions website and its content. Refer to Position Description – Community Relations & Communications Coordinator and Procedure – Content Management System.

As delegated by the CRCC and/or CEO, Youth Solutions staff are also required to assist in the maintenance of the Youth Solutions website; namely providing relevant information, updates and project reports for inclusion.

All updates to the website must be recorded in the Register – Website Management.

Data analysis and statistics are collected through an external analytics program to track the visitors and page visits for the site. This information is gathered and recorded monthly. For more information refer to the Procedure – Online Analytics and Register – Online Analytics.

The CRCC is responsible for overseeing the collecting and recording website data and statistics.

Designated staff are responsible for responding to referrals or enquiries from the website.

6   Delegations and responsibilities

This policy has been endorsed by the Youth Solutions Board and is applicable to all staff.

Position	Delegation or task
Board	• Endorse the policy • Comply with the policy • Be familiar with Youth Solutions' website guidelines • Delegate policy implementation and procedural development to management
Management	**CEO** • Comply with policy • Endorse associated procedures • Oversee the development and review of the policy and procedures • Manage implementation of the policy and associated procedures • Ensure systems are in place at Youth Solutions to utilise the website's functions to the best of their ability as well as guiding the POC through updating and maintaining its content
Staff	**CRCC** • Comply with and review the policy • Develop and review associated procedures • Oversee all updates to the Youth Solutions' website in line with the policy • Oversee the tracking of data and statistics for the website

	All staff
	• Comply with the policy and associated procedures
	• Liaise with the CRCC to ensure all individual project plans and reports are uploaded to the website
	• Recommend website changes and additions relative to role
	• Respond to referrals and enquires from the website as directed
	• Support continuous quality improvement initiatives relating to the policy and associated procedures
	• Provide advice and expertise (relative to role) in reviewing the policy and associated procedures
	RDC
	• Update Youth Solutions' website in line with the policy

7   Policy implementation

This policy is developed in consultation with all employees and approved by the Board. All employees are responsible for understanding and adhering to this policy.

This policy will be reviewed every two years from the date of its endorsement, unless a review is required earlier by the CEO.

8   Risk management

Not following this policy could place Youth Solutions' online platforms at risk of being unclear and not meaningful, which could cause harm to relationships with stakeholders and service users.

Other risks include:

- service users not having access to required information
- reduced web traffic to the Youth Solutions website, impacting on reach and online presence
- the website becoming irrelevant to the community, if not updated regularly with accurate information

By following this policy and the Procedure – Content Management System, Youth Solutions can mitigate these risks.

Communications is a standing agenda item for Youth Solutions' staff meetings to discuss any relevant issues, including those related to Youth Solutions' website and social media.

9   Breaches

There are various penalties for breaching a policy. Staff or volunteers who fail to comply with this policy may face disciplinary action and, in serious cases, termination of their employment or engagement.

10   References to external sources

Nil

11 Other relevant internal policies and documents

- Policy – Code of Ethics and Conduct
- Policy – Communications and Media
- Policy – Copyright
- Policy – Photograph and Video Consent
- Policy – Privacy and Confidentiality
- Policy – Social Media
- Procedure – Content Management System
- Procedure – Online Analytics
- Register – Online Analytics
- Register – Website Management
- Manual – Social Marketing and Communications Strategy
- Position Description – Community Relations & Communications Coordinator

12 Quality and accreditation standards

12.1 Australian Service Excellence Standards (ASES)

Provided by Quality Innovation Performance (QIP)

Standard C.6.1 – *Communication*
Communication
- Youth Solutions gathers and shares information with staff, clients, community groups, volunteers, Board Members and stakeholders

Communication advanced
- Youth Solutions communicates internally, with staff, volunteers and Board Members

Document control

Please note printed this document is uncontrolled when printed.

Policy	**Website**	*Effective date*	**December, 2011**
Responsibility	**CRCC**	*Approved by*	**Board**
		Review date	**Refer to Register**

Record of policy review

Reviewed	Reason for review	Reviewed by	Additional comments
	New Policy		
December 2011	Updated policy for external review	Brooke Manzione	For the appropriate procedures for updating and maintaining the Youth Solutions website.
September 2014	Due for review	Amanda Partridge	
June 2016	Due for review	Amanda Dillon	
August 2017	Due for review	Amanda Dillon	
January 2020	Due for review	Amanda Dillon	