

Youth Solutions – Communication

1 Policy statement

This policy recognises that an effective and managed Youth Solutions website is essential for clear, meaningful and ongoing relationships with key participants, young people and stakeholders and plays a key role in the provision of service and health promotion information.

2 Purpose, scope and outcomes

This policy is essential for the provision of the Youth Solutions website youthsolutions.com.au and all processes around updating the site.

This policy aims to support the transfer of knowledge online, promoting and encouraging communication with all stakeholders and participants through a well-established online presence.

This policy is complemented by the Procedure – Content Management System which outlines the process of updating content on the Youth Solutions website.

3 Definitions

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

4 Principles

Youth Solutions understands the importance of an effective website, particularly when working with young people. Youth Solutions staff and other workers should view the website as the central marketing and communications point for all Youth Solutions external communications and must take a proactive approach to keeping website functional and updated, relative to their role.

Through guidance from a suite of policies that acknowledge privacy and confidentiality, copyright and intellectual property, 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.

The Policy – Website, should be viewed closely alongside the Policy – Communications, Marketing and Media, Policy – Copyright and Intellectual Property, Policy – Photograph and Video Consent, Policy – Privacy and Confidentiality and Policy – Social Media.

Youth Solutions should work to maintain its website visits to engage and share information with existing and potential participants and other young people, community members, supporters of young people, donors and stakeholders. Youth Solutions should also use its website as a tool for sharing health literacy, referral and support information, as well as to promote its projects, services, events and engagement with these. See Marketing & Engagement Strategy for further detail.

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 marketing 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

By providing information to stakeholders, the key purpose of the Youth Solutions website:

- increase awareness of the organisation, its work (services, projects, activities, campaigns), purpose and goals
- enhance community understanding of its target group and broader drug, alcohol and related health and wellbeing issues
- promote the work, programs, events and activities of the organisation and encourage connection and involvement
- increase health literacy of young people and the community
- share knowledge to improve understanding of its participants, young people, stakeholders, and the broader community
- provide information about alcohol, drugs and other related health and wellbeing issues
- promote the health and wellbeing of young people and the wider community
- work towards the service's goals of promoting health and preventing harm
- acknowledge its partners, sponsors, donors, supporters, staff, volunteers and students
- encourage and promote help-seeking and appropriate pathways for support and information
- garner support for the organisation (including program bookings, donations etc)
- referral information, including links to services, support and information

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

5.2 Structure and target groups

The target groups for the Youth Solutions website are varied and can include young people, parents and carers, educators, community members, sponsors and supporters.

In 2022, Youth Solutions refreshed its website, undergoing an entire site review and redevelopment, including an overhaul of the interface and layout. This update enabled Youth Solutions to improve the user experience and highlight clear navigational pathways for users, including:

- Clear links to the 'Need Help' section, which contains referral and support information
- Specific sections for: Young People, Parents & Carers and Educators – the key target groups
- An interactive tool for selecting who you are as the user and the information you are looking for
- Clear links for donations and ways to get involved, as well as event and project page sections

Youth Solutions must remain committed to improving and enhancing its website and maintaining structures and layouts that are beneficial to the user experience and their navigation of the site. This will ensure the site remains relevant, useful and continues to be visited.

5.3 Promotion of projects and campaigns

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

Youth Solutions utilises the website as a tool to build community capacity. Access to Youth Solutions information and campaigns 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.

5.4 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 'Need Help' or referral information on the Youth Solutions website includes:

- sectioned support categories, to make navigating help and support easier
- crisis and emergency support services and contact details
- contact details, links and summaries to relevant services, particularly those in Macarthur and Wingecarribee (Youth Solutions' service area) and/or those offering youth-specific services, drug and alcohol-specific services, counselling, mental health services and rehabilitation and detoxification
- links to contact Youth Solutions for further support and referral assistance

Currently, only Australian information is included in this section, with preference to localised information.

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 via the Youth Solutions team, namely the Manager Programs (MP) (as the head of the Referral Program), Manager Marketing & Engagement (MME) and the Chief Executive Officer (CEO).

For more information about website copyright, refer to the [Policy – Copyright and Intellectual Property](#).

5.5 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, Instagram, LinkedIn, TikTok 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.

5.6 Maintenance

The Youth Solutions website is maintained internally with the use of a Content Management System (CMS). The MME is responsible for managing the Youth Solutions website and the Administration Marketing & Events Officer also plays a key role in updating content. All staff members are expected to contribute to update of information on the Youth Solutions website, relative to their role or as delegated, in line with the steps and approval processes outlined in the [Procedure – Content Management System](#).

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 MME is responsible for overseeing website engagements, with the AMEO 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	<ul style="list-style-type: none"> • Endorse the policy • Comply with the policy • Be familiar with Youth Solutions’ website guidelines • Delegate policy implementation and procedural development to management
Management	<p>CEO</p> <ul style="list-style-type: none"> • 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	<p>MME</p> <ul style="list-style-type: none"> • 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 <p>AMEO</p> <ul style="list-style-type: none"> • Comply with the policy • Develop and review associated procedures, as delegated • Update website content and collect online analytics, in line with policies and procedures • 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 <p>All staff</p> <ul style="list-style-type: none"> • Comply with the policy and associated procedures • Liaise with the MME to ensure project and referral information is 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

	<p>associated procedures</p> <ul style="list-style-type: none"> • Provide advice and expertise (relative to role) in reviewing the policy and associated procedures <p>MP</p> <ul style="list-style-type: none"> • Comply with the policy and associated procedures • Support and manage the referral information in the ‘Need Help’ section of 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
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7 Policy implementation

This policy is developed in consultation with all staff and approved by the Board. This policy is to be part of all staff orientation processes.

This policy, together with the Marketing & Engagement Strategy, should be used to guide Youth Solutions’ management and updating of its website.

Due to the fast-moving nature of online and digital communications it is important that this policy be reviewed regularly. This policy will be reviewed in line with Youth Solutions’ quality improvement program and/or relevant legislative and operational changes.

8 Risk management

This policy aims to ensure Youth Solutions’ online platforms are clear, meaningful and conducive to positive engagement and relationship with participants, stakeholders and community.

By failing to adhere to this policy, Youth Solutions is exposed to a range of risks, including:

- participants, stakeholders and community members 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
- presentation of unclear, incorrect information to the community
- reputational damage and harm to participant, stakeholder and/or community relations

By following this policy and the Procedure – Content Management System and ensuring all staff are familiar with these, Youth Solutions can mitigate these risks.

Communications and marketing 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

If Youth Solutions staff, Board Members, YAG or volunteers breach this policy they could face disciplinary action, including dismissal from their role. See Policy – Disciplinary Action for more information.

If a participant or stakeholder is dissatisfied with the conduct of a Youth Solutions staff or Board member, a complaint should be raised as per the Policy – Consumer Feedback & Complaints Handling.

10 References other relevant internal sources

- Policy – Code of Ethics and Conduct
- Policy – Communications, Marketing and Media
- Policy – Consumer Feedback & Complaints Handling
- Policy – Copyright & Intellectual Property
- 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
- Marketing & Engagement Strategy

11 References to external sources

Australian Association of Social Marketing, What is social marketing?, accessed on 4/10/2023 via <https://aasm.org.au/what-is-social-marketing/>.

Australian Health Promotion Association, What is health promotion? accessed on 4/10/2023 via <https://www.healthpromotion.org.au/our-profession/what-is-health-promotion>.

Our Community, 2020, Acceptable Use of Electronic Media, accessed on 22/11/2023 via <https://www.communitydirectors.com.au/icda/policybank/>.

National Social Marketing Centre, What is Social Marketing? accessed 4/10/2023 via <http://www.thensmc.com/content/what-social-marketing-1>.

12 Quality and accreditation standards

12.1 Australian Service Excellence Standards (ASES)

Provided by Quality Innovation Performance (QIP)

Standard 6.1 – Communication

Standard: Communication systems and strategies ensure information is disseminated internally and externally to all key stakeholders.

Outcome: Communication informs and improves outcomes.

Requirements:

- Internal and external target groups, communication processes and timelines are defined.
- All staff are expected to convey information accurately, succinctly and free of jargon.
- Internal and external communication is maintained.
- Meetings are effectively managed.
- Communication mediums are effective and appropriate for audiences and processes. This includes providing safe, secure and accessible communication channels for children, youth and vulnerable people.
- Communication processes seek feedback and develop actions that foster continuous improvement.
- Appropriate information sharing protocols are promoted and practised.

Document control

Please note printed this document is uncontrolled when printed.

<i>Policy</i>	Website	<i>Effective date</i>	December, 2011
<i>Responsibility</i>	MME	<i>Approved by</i>	Board
		<i>Review date</i>	Refer to Register

Record of policy review

<i>Reviewed</i>	<i>Reason for review</i>	<i>Reviewed by</i>	<i>Additional comments</i>
	<i>New Policy</i>		
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	
November 2023	Due for review	Amanda Dillon	