



Social Media and Communications Policy

Introduction

Together for Neurodiversity CIC ("the Company") is dedicated to using social media and other communication channels to promote our mission, engage with our community, and advocate for neurodiversity. This Social Media and Communications Policy outlines our approach to ensuring all communications align with our values and brand voice.

Policy Statement

Our communications are a vital part of how we connect with our community and promote our mission. We are committed to maintaining a consistent, inclusive, and positive tone of voice in all our communications. This policy ensures that our messaging is aligned with our values and that only authorised individuals speak on behalf of the Company.

Scope

This policy applies to all employees, volunteers, contractors, and partners of Together for Neurodiversity CIC. It covers all forms of communication, including but not limited to social media, email, newsletters, website content, public speaking, and press releases.

Brand Voice and Tone of Voice

All communications should reflect the brand voice of Together for Neurodiversity CIC:

- **Inclusive and Positive:** Use language that celebrates neurodiversity, focusing on strengths and potential.
- **Accessible and Clear:** Ensure language is straightforward and free of jargon.
- **Respectful and Person-Centred:** Prioritise identity-first language and respect personal identity and preferences.
- **Warm and Compassionate:** Convey genuine care and empathy.
- **Empowering and Uplifting:** Inspire and empower our audience with a positive outlook.
- **Collaborative and Inclusive:** Foster a sense of community and collective effort.



Authorised Spokespersons

- **Managing Director:** The Managing Director is authorised to speak on behalf of the Company in all communications.
- **Board-Approved Individuals:** Other individuals may speak on behalf of the Company only if they have been approved by the Board.

Communication Guidelines

1. **Consistency:** Ensure all communications are consistent with our brand voice and values.
2. **Accuracy:** Provide accurate and up-to-date information. Verify facts before sharing.
3. **Respect and Empathy:** Communicate with respect and empathy, considering the diverse perspectives and experiences of our audience.
4. **Engagement:** Encourage positive engagement and constructive dialogue. Respond to questions and comments in a timely and respectful manner.
5. **Privacy:** Respect the privacy of individuals. Do not share personal information without consent.
6. **Transparency:** Be transparent about the Company's activities, goals, and challenges. Share updates and news regularly.
7. **Non-Political:** All communication should be non-political in nature.

Social Media Usage

- **Official Accounts:** Only designated individuals may manage official social media accounts. Personal accounts should clearly state that opinions are personal and not reflective of the Company.
- **Content:** Share content that aligns with our mission and values. This includes updates, success stories, educational materials, event promotions, and advocacy messages.
- **Interaction:** Engage with followers in a respectful and positive manner. Address negative comments or misinformation diplomatically.
- **Monitoring:** Regularly monitor social media channels to ensure compliance with this policy and address any issues promptly.

Crisis Communication



In the event of a crisis or sensitive situation:

- The Managing Director will lead the communication efforts.
- All official statements will be reviewed and approved by the Board.
- Communicate promptly, accurately, and transparently, keeping stakeholders informed.

Training and Compliance

- **Training:** Provide training for employees, volunteers, and partners on this policy and effective communication practices.
- **Compliance:** Monitor adherence to this policy. Address any breaches promptly and appropriately.

Review and Updates

This policy is reviewed annually and updated as necessary to ensure it reflects current best practices and aligns with our mission and values.

Contact Information

For any questions or concerns regarding this policy or communications practices, please contact:

Policies Officer

Together for Neurodiversity CIC

policies@myneurodiversity.org.uk

By adhering to this Social Media and Communications Policy, Together for Neurodiversity CIC ensures that all communications are consistent with our mission and values, fostering an inclusive and positive environment for neurodiverse individuals and their families.