

Policy: Communication Policy For Society Members and Management

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Approved By:	Board of Directors, Management	Review Date: April 2017
References:	General Personnel Policy #2	

Statement:

The President, Board of Directors of the Society of Saint Vincent de Paul, Toronto Central Council (the legal name of our organization and hereinafter referred to as the Society) and the Executive Director have the responsibility to protect the good name and reputation of the Society by setting standards and ensuring review of all significant forms of communications as defined below. This policy encompasses various means of communications including verbal, electronic and written communications together with the appropriate use of the Society's name and logo.

Policy:

The Society encourages Vincentians and management to communicate regularly with local community partners, benefactors and those whom we serve.

In accordance with the National Rule, for other than matters relating to public advocacy, the president of a conference or council is responsible for acting as the spokesperson for the Society within his or her area of jurisdiction. A president shall also ensure the accuracy of all forms of external communication originating in their conference or council and for keeping the president of the next higher council informed of all significant forms of external communication which use the Society name and logo. The Executive Director is responsible for all communications generated by employees or program volunteers.

Communications referencing the Society for the purpose of advocating on behalf of those we serve shall be coordinated through the Advocacy Committee. In accordance with the National

Council Guidelines for Advocacy, the President shall have the authority to designate specific spokespersons for the purposes of Advocacy. All materials produced by the Advocacy Committee must have the express approval of the President and the Board of Directors prior to distribution.

Procedures:

Logo and Name:

The Society should always be described as “*Society of Saint Vincent de Paul*”. Even though we use the article “the” before the name in a text, we do not use that article when the name is used alone, for example in a document title or on a poster. The abbreviated form is “*SSVP*”. The logo used is the international logo as adopted by National Council and is represented on the cover of the June 2007 edition of the Society’s Rule. The logo includes the Latin motto: “serviens in spe” (meaning “serving in hope). The logo may not be altered in any way with the exception of the optional use of the Latin phrase: “Serviens in spe”. Electronic versions of the logo may be obtained from the Toronto Central Council office.

Print & Electronic Material:

The design and production of material such as posters, brochures, signs, promotional material, letterhead, business cards, envelopes, clothing apparel, websites and web pages must conform to the standards for logo and name specified above. The president of the conference or council originating such material shall review and determine if the content requires further review by the President of the next higher Council. The Executive Director shall review all print and electronic material generated by employees.

Correspondence:

Correspondence related to local conference or council activities such as bulletin inserts, letters of appeal for funds, letters of appreciation and other related correspondence shall be approved by the president of that conference or council and must conform to the standards for logo and name specified above. In cases where information concerning the Special Works of Toronto Central Council is referred to in correspondence, the information must be reviewed by the Executive Director to ensure accuracy.

Media Interactions:

The Presidents of a Conference and its Particular Council must be made aware of all interactions with media including articles, interviews and opinion pieces. On all matters that extend beyond

locally based information pieces, or matters that have the potential to bind the Society or may in any way be controversial, the President of Toronto Central Council or the Executive Director (or substitute appointed by the President) is the only individual authorized to be interviewed by the media.

Responsibilities:

All Vincentians:

Vincentians who desire to make public statements as an individual may refer to their affiliation with the Society but may not speak on behalf of or identify themselves as representatives of the Society without authorization.

In cases where Vincentians are requested to make policy decisions, interpret policy or provide statements that bind the Society, the President of Toronto Central Council or the Executive Director must be consulted beforehand.

Vincentians who seek clarification on matters from Archdiocesan officials should do so through the president of their conference or council. The President of Toronto Central Council or the Executive Director, who may provide direction, should be kept informed of these matters.

Enquiries or correspondence with Regional or National Council regarding their policies or interpretation of the Rule must be coordinated with the President of Toronto Central Council.

Conference Presidents:

Conference Presidents should be kept aware by their members of all external communications undertaken in the local conference. The president reviews and approves correspondence on matters within the conference jurisdiction (e.g. bulletin inserts). Matters beyond the conference jurisdiction or referencing Special Works require consultation with the President of the Particular Council before publication.

Particular Council Presidents

The Rule specifies that Particular Councils make sure that the conferences do not do anything to jeopardize the Society. Particular Council Presidents should be kept aware by their conference presidents of all significant external communications undertaken in the local conferences (e.g. contact with the media) and shall provide guidance on matters where the Society is being represented. Matters beyond the Particular Council jurisdiction or referencing any Special Works require consultation with the Executive Director or President of Toronto Central Council.

Toronto Central Council President:

The President of Toronto Central Council is responsible for all matters of communications within its jurisdiction and should be kept aware by the Particular Council Presidents of all significant external communications undertaken in the local councils & conferences. The President shall provide guidance on matters where the Society is being represented and shall keep the Regional and National Council Presidents aware of all significant external communications.

Executive Director:

The Executive Director is responsible for all material generated by employees for the purposes of serving the Special Works. The Executive Director is available to provide support or direction to members on communications. For all media inquiries, the Executive Director is the first point of contact and shall direct inquiries to the President or to the appropriate subject matter expert.