community albums

building better communities through music and media

Communications Policy

Community Albums' vision is to see communities all over the world using music and media, giving them a voice and building relationships with each other through collaboration. Using music and media technology we aim to encourage networks of communities across developed and developing countries to share opinions and collaborate together on shared objectives, enabling them to explore their creative potential and to inspire, influence and bring about positive change.

This policy outlines how we communicate to ensure positive messages that accurately and appropriately highlight our work, values and achievements. The second part of this policy also sets out guidance for those supporting Community Albums through communications, either in print or online, to ensure consistency, accurate reflection of what we do and generate further interest in our endevours.

Part One: Policy

Our messages

- Community Albums has a positive, upbeat ethos. This will be reflected in all our communications through a positive tone that empowers, inspires, unites, heals and highlights positive change.
- All communications will respect and value all people from whatever origin, background, political view or faith.
- Community Albums exists to serve the communities it is involved with, and we treat others as we wish to be treated ourselves. Our communications will therefore not create divisions between us and the beneficiaries of the project. Communications will not give messages of 'victims' or a lack of dignity and worth. As their voices are raised through our work, our communications should not contradict this empowerment.

Our safety

- All communications will meet the standards of our Safeguarding Policy. In referencing projects, individual children will not be named unless permission is given by themselves and their guardian. If permission is given, their full name and project address will not be given.
- Permission to use quotes, videos and photos will always be sought.
- All communications must protect people from any harm, abuse or negativity.

Our brand

- Community Albums should be clearly used in the communications: a purple background with white lettering
- Community Albums font is 'Ubuntu' or 'Tahoma'.

This policy was agreed by the Board of Trustees on: 19th January 2023

Signed by: David Mann

Name/Role: Chair of Trustees

This policy will be reviewed: 2026

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Communications Guidance

Inspiring Others

- Make the stories and quotes personal; any new story or information will be more appealing if we share the voice behind the work. Include photos or quotes referencing individuals as much as possible, and what has been done to bring hope or change to their lives and/or the situation of the community around them.
- Relate the story to our ethos; evidence how we're inspiring, empowering, uniting, healing and influencing change. This will help reinforce us as a charity, and the message behind our work.
- For each story, image and video clip describe:
    - What we are doing
    - Why we are doing it
    - Choose a core value or key message and how the project reinforces these
    - Include an inspirational, feel-good quote that sums up the project
- Choose the right medium to share your story and build the story. Start short with Twitter, longer with Facebook or feature in our newsletter/blog:
    - If it's a short 'feel-good' piece with a photo perhaps Facebook is the way to go. Draft a tweet for Twitter to link to the Facebook post.
    - If it's a longer story or part of a bigger campaign or show piece, talk to Jan about including it in an upcoming newsletter. Use Facebook and Twitter to direct our followers to the newsletter.
- If the content relates to any partner organisations ensure we reference them, their website and/or social media channels. This will show them that we care enough about them to mention in our article to help our relationship with them. It will also help us reach their audiences to help us increase our reach and gain more followers.
- Always include a call to action. We want to celebrate the work that we do but we also want to ensure our readers know where they can find out more, read other stories, book their own project, follow us or donate. Decide the relevant calls to action and make this easy for them by including hyperlinks, don't make them have to do the work.

By following these points we will be consistent in our message so that what we do and why we do it is clear, quality content will be put on all our platforms to generate discussion and generate more followers on social media and, hopefully, wider support and donations obtained.

Generating content

Our social media channels need to be updated at least once per week, if not daily with new content. Every Community Albums event should be communicated about. When taking part in an event, send information to jan@communityalbums.com so that she can post on social media or in the newsletter. Include:

- Date and place of the event
- Key partner information (with links to them)
- The purpose of the event and why Community Albums was there
- What happened – keep this to 3 key points
- Why it is important – and relating this back to our key messages of inspire, empower, unite, heal and influence change.
- Include a call to action – what people could do next to get further involved.

Help us gather content at the event for future posts by asking the following questions below to staff/volunteers/ project participants, sending them to jan@communityalbums.com for her to use for future promotional content:

- The best thing about Community Albums is…
- What you've enjoyed about your project
- Why Community Albums is different from other projects/activities you've been involved with
- If you were on a stage and the world was your audience, what would you tell them?

Target Audience
For all content, consider who the target audience is. Knowing who we are targeting will help guide the communications and our calls to action.

The following people might be the type of people who we are communicating to, and our communications vary slightly depending on this:

- Fundraisers*
- Project Participants~
- Partner staff and organisations
- Networks of people that are connected to partner organisations~
- Project interns and volunteers*
- CA staff and board members*
- Sponsors, funders and donors~
- Celebrities or patrons
- General public

*Internal
~External and potential to generate income