



Communications, Branding & Social Media Policy

Document Control

ITEM	DETAILS
Policy Number	GP14
Policy Title	Communications, Branding & Social Media Policy
Policy Owner	Board of Directors
Approved By	Board of Directors
Version	1.0
Approval Date	May 2026
Review Date	May 2028
Applies To	Board of Directors, Volunteers, Contractors and anyone communicating on behalf of Gravesham Pride CIC
Related Policies	Code of Conduct, Confidentiality & Data Protection Policy, Event Management Policy, Safeguarding Policy, Volunteer Code of Conduct
Related Legislation	Data Protection Act 2018, UK General Data Protection Regulation (UK GDPR), Equality Act 2010, Copyright, Designs and Patents Act 1988, Defamation Act 2013

1. Purpose

Gravesham Pride CIC recognises that clear, accurate and inclusive communication is essential to maintaining public confidence and delivering successful community events.

Everything we publish, say or share helps shape how our organisation is perceived by volunteers, attendees, partners, sponsors, contractors, statutory agencies and the wider community.

The purpose of this policy is to establish the principles that guide all communications made on behalf of Gravesham Pride CIC.

This includes:

- written communications
- verbal communications
- digital communications
- branding
- marketing
- media engagement
- social media
- photography and videography
- public statements

This policy aims to ensure that communications are:

- accurate
- respectful
- inclusive
- accessible
- professional
- consistent with the values of Gravesham Pride CIC.

Good communication strengthens relationships, promotes trust and helps create Pride events that are welcoming for everyone.

2. Scope

This policy applies to all communications made on behalf of Gravesham Pride CIC.

It applies to:

- Board Directors
- Committee Volunteers
- Event Volunteers
- Contractors where acting on behalf of the organisation
- Delivery Partners authorised to represent Gravesham Pride CIC
- Anyone authorised to publish information using organisational branding or communication channels.

This policy applies to:

- websites
- social media
- printed materials
- emails
- newsletters
- press releases

- interviews
- speeches
- presentations
- promotional materials
- public announcements
- signage
- event branding

It applies before, during and after organisational activities.

3. Definitions

Communication

Communication includes any information shared on behalf of Gravesham Pride CIC, whether written, spoken, visual or digital.

Official Communication

An official communication is any message issued on behalf of Gravesham Pride CIC through an authorised channel.

Examples include:

- website content
- press releases
- social media posts
- newsletters
- public statements
- official emails

Branding

Branding refers to the visual identity and presentation of Gravesham Pride CIC. This includes:

- logo
- colours
- typography
- graphics
- publications
- merchandise
- signage
- digital assets

Social Media

Social media includes any online platform used to communicate with the public.

Examples include:

- Facebook
- Instagram
- TikTok
- LinkedIn
- Threads
- Bluesky
- YouTube
- any future platforms adopted by the organisation.

Media

Media refers to journalists, broadcasters, news organisations, podcasts, online publications and other organisations reporting on Gravesham Pride CIC or its activities.

4. Our Commitment

Gravesham Pride CIC is committed to communicating in ways that reflect our values. We will ensure our communications are:

- honest
- respectful
- inclusive
- welcoming
- accessible
- accurate
- timely
- professional

We will promote equality, celebrate diversity and communicate in a manner that supports community cohesion.

Our communications should always reflect the positive, inclusive and community-focused nature of Gravesham Pride CIC.

5. Policy

5.1 Communication Principles

All communications made on behalf of Gravesham Pride CIC should:

- be accurate
- be factual
- be respectful
- use inclusive language
- avoid discrimination
- promote accessibility
- protect confidential information
- comply with relevant legislation
- reflect organisational values

Communications should be written in plain English wherever reasonably practicable.

Information should be presented clearly so that it is easy for a wide range of audiences to understand.

5.2 Branding

Gravesham Pride CIC has an established visual identity that helps people recognise and trust the organisation.

Where organisational branding is used, it should be:

- consistent
- professional
- high quality
- appropriate for the intended audience

Official branding includes:

- organisational logo

- approved colour palette
- approved typography
- branded templates
- approved graphics

Branding should not be altered without appropriate approval.

Old logos or branding should not continue to be used once new branding has been formally adopted.

5.3 Official Communications

Only authorised individuals may issue official communications on behalf of Gravesham Pride CIC.

Official communications should:

- be accurate;
- be approved where appropriate;
- reflect organisational policy;
- avoid personal opinions presented as organisational views.

Where a volunteer is unsure whether they are authorised to make a statement, they should seek guidance from a Director before communicating publicly.

Official organisational communications should always take precedence over unofficial or personal commentary.

5.4 Tone of Voice

Gravesham Pride CIC communicates in a manner that is:

- warm
- friendly
- welcoming
- inclusive
- professional
- respectful
- community-focused

Our communications should celebrate Pride while remaining appropriate for a diverse public audience. We avoid unnecessarily technical language wherever possible and seek to communicate in ways that are engaging, positive and easy to understand.

5.5 Media Enquiries

Gravesham Pride CIC welcomes positive engagement with the media and recognises the important role that journalists and broadcasters play in promoting community events.

Media enquiries should be handled professionally, accurately and consistently.

Where appropriate:

- media enquiries should be referred to an authorised spokesperson
- information provided should be factual and accurate
- confidential information should never be disclosed
- speculation should be avoided
- information should only be released once it has been verified

Where a volunteer receives an unexpected media enquiry, they should politely refer the journalist to a Director or authorised spokesperson rather than attempting to answer questions beyond their role.

5.6 Social Media

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Social media is an important tool for engaging with our community and promoting the work of Gravesham Pride CIC.

Content published through official organisational accounts should:

- be accurate
- be respectful
- be inclusive
- reflect organisational values
- comply with relevant legislation
- protect confidential information

Official social media accounts should only be accessed by authorised individuals. Where multiple people have access to organisational accounts, appropriate arrangements should be in place to manage permissions securely.

Social media should never be used to:

- bully, harass or intimidate others
- publish discriminatory or offensive content
- disclose confidential information
- comment on safeguarding matters
- respond emotionally to criticism
- engage in arguments with members of the public

Constructive feedback should be welcomed and managed professionally.

5.7 Personal Use of Social Media

Gravesham Pride CIC recognises that volunteers and Directors have personal social media accounts. Individuals remain responsible for content published in a personal capacity.

Where individuals identify themselves as being associated with Gravesham Pride CIC, they should take reasonable care to ensure that their personal opinions are not presented as official organisational views. Volunteers and Directors should avoid posting material that could reasonably bring the organisation into disrepute.

Personal social media accounts must not be used to publish confidential organisational information.

5.8 Photography and Videography

Photography and video recording help celebrate Pride and promote the work of Gravesham Pride CIC. Images and recordings should always be obtained and used responsibly.

Where appropriate, consideration should be given to:

- privacy
- safeguarding
- consent
- dignity
- accessibility

Where an individual indicates that they do not wish to be photographed or filmed, reasonable efforts should be made to respect their wishes.

Special care should be taken where children or adults at risk may be involved.

Photography and videography should never compromise safeguarding arrangements or place individuals at unnecessary risk.

The storage and use of photographs should comply with the Confidentiality & Data Protection Policy.

5.9 Accessibility of Communications

Gravesham Pride CIC is committed to making communications as accessible as reasonably practicable. When preparing communications, consideration should be given to:

- plain English
- readable fonts
- clear layouts
- colour contrast
- alternative text for images where appropriate
- subtitles or captions for videos where reasonably practicable
- accessible digital formats

Accessibility should be considered from the beginning of the communication process rather than added afterwards.

5.10 Website Management

The Gravesham Pride CIC website is an official source of organisational information. Information published on the website should:

- be accurate
- be current
- be reviewed regularly
- be consistent with organisational policies
- reflect approved branding

Outdated information should be updated or removed promptly. The website should provide clear information about the organisation, its activities and how individuals can contact us.

5.11 Crisis Communications

Occasionally, situations may arise that require coordinated communication.

Examples include:

- significant incidents
- event cancellations
- severe weather
- safeguarding matters
- serious health and safety incidents
- misinformation
- reputational issues

During such situations:

- communications should be coordinated
- only verified information should be published
- speculation should be avoided
- confidential information must remain protected
- updates should be provided when appropriate

The organisation should communicate honestly whilst recognising that some information may not be immediately available.

5.12 Reputation Management

Every volunteer and Director contributes to the reputation of Gravesham Pride CIC.

Our reputation is strengthened through:

- professionalism
- respectful communication
- honesty
- consistency
- inclusion
- positive community engagement

Concerns that may affect the organisation's reputation should be reported promptly so that they can be managed appropriately.

Reputation should never take priority over safeguarding, safety or legal responsibilities.

5.13 Intellectual Property

The name, logo, branding, publications and other intellectual property belonging to Gravesham Pride CIC are valuable organisational assets.

Official branding should only be used for authorised organisational purposes.

Organisational materials should not be reproduced, altered or distributed without appropriate permission.

Where external material is used, copyright and licensing requirements must be respected.

5.14 Artificial Intelligence (AI)

Gravesham Pride CIC recognises that artificial intelligence (AI) tools may support the creation of communications, documents and promotional materials.

AI may be used to assist with drafting content, generating ideas or improving accessibility, provided that:

- all content is reviewed by an appropriate person before publication
- information is checked for accuracy
- confidential or personal information is not entered into public AI tools without appropriate safeguards
- copyright and intellectual property are respected
- the final communication reflects the organisation's values and approved messaging.

AI should support human decision-making rather than replace it.

Responsibility for the accuracy and appropriateness of published communications always remains with Gravesham Pride CIC.

6. Roles and Responsibilities

6.1 Board of Directors

The Board of Directors is responsible for:

- approving this policy
- protecting the reputation and brand of the organisation
- overseeing significant communications
- approving major public statements where appropriate

- ensuring effective governance of organisational communications.

6.2 Directors

Directors are expected to:

- communicate professionally
- ensure communications are accurate
- support volunteers involved in communications
- manage media enquiries appropriately
- protect confidential information
- promote the organisation positively

6.3 Volunteers

Volunteers are expected to:

- communicate respectfully
- represent Gravesham Pride CIC positively
- follow this policy
- protect confidential information
- refer media enquiries where appropriate
- seek guidance if unsure

7. Monitoring and Compliance

The Board of Directors is responsible for ensuring that communications made on behalf of Gravesham Pride CIC are consistent with the organisation's values, governance arrangements and legal responsibilities.

Compliance with this policy will be monitored through:

- review of organisational communications
- review of website content
- review of social media activity
- consideration of media engagement
- volunteer and community feedback
- review of branding consistency
- monitoring of complaints relating to communications
- lessons learned following events or significant communications

Where improvements are identified, appropriate action will be agreed and implemented.

The organisation recognises that effective communication is an ongoing process that requires regular review, learning and continuous improvement.

8. Equality Statement

Gravesham Pride CIC is committed to ensuring that all communications are inclusive, accessible and representative of the diverse communities we proudly serve.

We will seek to ensure that communications:

- promote equality
- celebrate diversity
- encourage inclusion
- support accessibility
- challenge discrimination
- reflect our values

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Communications will be developed without unlawful discrimination on the grounds of:

- age
- disability
- gender reassignment
- marriage or civil partnership
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation

Where reasonably practicable, communications will be produced in accessible formats and designed to remove unnecessary barriers to understanding.

We recognise that inclusive communication helps create a Pride where everyone feels welcomed, represented and able to participate.

9. Policy Review

This policy will normally be reviewed every two years. An earlier review may be undertaken where:

- legislation changes
- communication technologies develop significantly
- organisational branding changes
- lessons learned identify opportunities for improvement
- significant communications incidents occur
- the Board determines that revisions are necessary

The Board of Directors is responsible for approving any amendments to this policy.

Appendix GP14-A

Practical Examples

The following examples demonstrate how this policy should be applied in practice.

Example 1 – Media Enquiry

Situation

A journalist contacts a volunteer requesting a statement following an incident at a Pride event.

Expected Practice

The volunteer politely explains that official media enquiries are handled by an authorised spokesperson and refers the journalist to a Director.

Inappropriate Practice

Providing personal opinions or commenting on behalf of the organisation without authority.

Example 2 – Social Media Comment

Situation

A member of the public posts criticism on one of Gravesham Pride CIC's social media pages.

Expected Practice

The comment is considered calmly and responded to professionally where appropriate, following the organisation's communication principles.

Inappropriate Practice

Responding emotionally, engaging in an argument or deleting criticism simply because it is negative.

Example 3 – Photography

Situation

A volunteer photographs attendees enjoying the event for use on the organisation's website.

Expected Practice

The volunteer remains mindful of safeguarding, privacy and any individuals who have indicated they do not wish to be photographed.

Inappropriate Practice

Publishing photographs that compromise someone's privacy or dignity.

Example 4 – Accessibility

Situation

A promotional graphic is created for social media.

Expected Practice

The design uses readable fonts, appropriate colour contrast and includes alternative text where reasonably practicable to improve accessibility.

Inappropriate Practice

Publishing graphics that contain excessive text, poor colour contrast or information that cannot be accessed by people using assistive technology.

Example 5 – Personal Social Media

Situation

A volunteer wishes to express a personal opinion on a political issue using their own social media account.

Expected Practice

The volunteer makes it clear that the opinion is personal and avoids suggesting that it represents the views of Gravesham Pride CIC.

Inappropriate Practice

Presenting personal opinions as official organisational statements.

Example 6 – Incorrect Information

Situation

A date for an event is accidentally published incorrectly on social media.

Expected Practice

The error is corrected promptly, and accurate information is published through official communication channels.

Inappropriate Practice

Leaving incorrect information online after becoming aware of the mistake.

Example 7 – Artificial Intelligence

Situation

A volunteer uses an AI tool to draft a social media post promoting the annual Pride event.

Expected Practice

The draft is reviewed carefully, checked for accuracy and amended where necessary before publication to ensure it reflects the organisation's values and branding.

Inappropriate Practice

Publishing AI-generated content without any human review or fact-checking.

Good Communication Principles

Everyone communicating on behalf of Gravesham Pride CIC should remember:

- Be accurate.
- Be respectful.
- Be welcoming.
- Be inclusive.
- Protect confidential information.
- Think before publishing.
- Correct mistakes promptly.
- Represent the organisation positively.
- Use approved branding.
- Ask for guidance if unsure.

Every communication contributes to the reputation of Gravesham Pride CIC.

Appendix GP14-B

Related Legislation and Governance Documents

Primary Legislation

This policy should be read alongside relevant legislation, including:

- Equality Act 2010
- Data Protection Act 2018
- UK General Data Protection Regulation (UK GDPR)
- Copyright, Designs and Patents Act 1988
- Defamation Act 2013
- Human Rights Act 1998 (where relevant to freedom of expression and privacy)

Related Gravesham Pride CIC Governance Documents

This policy should be read alongside the following Gravesham Pride CIC governance documents:

- Articles of Association
- Governance Handbook
- GP01 – Code of Conduct
- GP02 – Equality, Diversity, Inclusion & Accessibility (EDIA) Policy
- GP03 – Safeguarding Policy
- GP04 – Conflict of Interest Policy
- GP05 – Confidentiality & Data Protection Policy
- GP06 – Speaking Up (Whistleblowing) Policy
- GP07 – Complaints & Concerns Policy
- GP08 – Volunteer Management Policy
- GP09 – Volunteer Code of Conduct
- GP10 – Health, Safety & Safe Working Policy
- GP11 – Risk Management Policy
- GP12 – Financial Management Policy
- GP13 – Document Control & Records Management Policy
- GP15 – Environmental Sustainability Policy
- GP16 – Event Governance & Delivery Policy

Good Communication Principles

This policy supports Gravesham Pride CIC's commitment to:

- openness
- accuracy
- professionalism
- accessibility
- transparency
- community engagement
- inclusion
- responsible use of digital media
- protection of organisational reputation
- continuous improvement

Review and Version Control

This appendix will be reviewed whenever there are significant changes to:

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- communication legislation
- social media platforms or technologies
- organisational branding
- recognised good practice
- related Gravesham Pride CIC governance documents

Our Commitment to Communication

Gravesham Pride CIC believes that communication is more than simply sharing information.

It is how we welcome people into our community, celebrate diversity, build trust and demonstrate our values.

Every conversation, social media post, photograph, press release, presentation and public statement contributes to the story of who we are.

We are committed to communicating honestly, respectfully and inclusively, ensuring that our voice reflects the communities we proudly serve and the principles upon which Gravesham Pride CIC was founded.

By communicating with integrity, professionalism and compassion, we will continue to strengthen relationships, inspire confidence and create a Pride that is welcoming, accessible and representative of everyone.