



## **Information, publicity and social media policy**

**Aim:** To use a range of ways to engage with our service users and stakeholders and provide high quality, confidential and impartial information in line with the SEN Code of Practice and the Minimum Standards for all IASS.

### **To achieve this aim:**

- The provision of clear, accurate, relevant, accessible and impartial information, advice and support underpins all our resources and services. Service staff ensure information has a consistent approach and format.
- We provide a confidential telephone and email enquiry service. Our telephone helpline has a 24-hour answer phone facility. We do our best to return calls and reply to emails within two working days.
- The information provided by the service goes through an internal development and approval process to ensure it is accurate and relevant.
- Links to external organisations provided by the service are checked annually for relevance and accessibility. We do not promote or provide links for private business.
- Service information is regularly reviewed and updated. We regularly review the format and availability of our resources to ensure they are accessible. We develop new resources as required.
- We produce a regular Information Bulletin for service users and stakeholders in order to share up to date information about local and regional SEND services and organisations.
- We use social media to share information about our service and local and national information about SEND. We do not publicise private businesses. We follow internal guidelines around our social media working practice.
- All publicity has our logo, website and contact details clearly displayed. All training material developed by the service clearly displays our logo and contact details. All materials go through an internal approval process.
- Service users are encouraged to feedback their comments and suggestions about the effectiveness of service information, publicity and social media and whether it meets their needs. This is used to inform future work.