**NorWest Community Services**

**Effective Communication Policy and Procedure**

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# Introduction

Welcome to NorWest Community Services's Communication Style Guide. This guide serves as a tool to maintain consistent and empathetic communication across all our interactions. By adhering to these guidelines, we ensure clarity, professionalism, and respect in our communication practices.

# Organisation's Voice and Tone

Voice: Our voice is compassionate, empathetic, and supportive.

Tone: Tailor the tone to the situation – from warm and reassuring in client interactions to professional and informative in formal communications.

# Audience Considerations

* Understand your audience's needs, literacy levels, and cultural background.
* Use plain language and avoid jargon to ensure messages are accessible to everyone.

# Written Communication Guidelines:

* Use clear and concise language.
* Structure documents logically with headings and bullet points for easy readability.
* Proofread all written materials to eliminate errors.

# Verbal Communication Guidelines:

* Listen actively and empathetically to clients and colleagues.
* Speak clearly, avoiding slang or overly formal language.
* Be mindful of your tone and body language; they convey as much as words.

# Digital Communication Guidelines:

* Respond promptly to emails and messages, acknowledging receipt even if a detailed response will take time.
* Use a professional email signature and organisation-branded templates.
* Respect privacy and confidentiality rules in all digital communications.

# Visual Communication Guidelines:

* Use clear, high-resolution images representing diverse communities and situations.
* Ensure all visual materials align with the organisation's values and inclusivity.
* Follow brand guidelines for logos, colours, and fonts in all visual communication.

# Cultural Sensitivity and Inclusivity:

* Be aware of cultural differences and ensure communications are respectful of diverse backgrounds.
* Use inclusive language that respects all gender identities and cultural nuances.

# Confidentiality and Privacy:

* Never share client information unless authorised and in compliance with privacy laws.
* Use pseudonyms and anonymise details in case studies or public communications.

# Review and Approval Process

* All external communications must be approved by the Communications Department.
* Internal communications involving sensitive information need approval from relevant department heads.

By adhering to these guidelines, we uphold our commitment to providing exceptional, respectful, and culturally sensitive community services. Thank you for your dedication to clear and compassionate communication.

# Policy approval

This policy is approved as signed below.

|  |  |
| --- | --- |
| Policy Author | Maree Webb |
| Position | Senior Communications Manager |
| Signature | Maree Webb |
| Date | 13/10/23 |
| Next review scheduled | 13/10/24 |

**A circle with hands holding a group of people

Description automatically generated**[Icon by Vectors Tank](https://www.freepik.com/icons/community-service)