

Communications Policy

This policy document has been drawn up with reference to the Charities Regulatory Authority in Ireland's guidance on communications for charity. This incorporates Variety – the Children's Charity of Ireland's own Data Protection Policy along with all other areas of governance covered by the charity.

Standards for Communication

All communications activity should:

- Reflect the associations stated values
- Use plain English
- Be clear but friendly
- Avoid stereotyping & derogatory collective terminology
- Use gender neutral terms where possible
- Avoid colloquialisms
- Be open and honest
- Avoid repetition and clichés
- Be relevant, accurate, sensitive & timely
- Enable meaningful engagement with all members of the team.
- Recognise the importance and value of engaging with members and staff.
- Ensure that Variety – the Children's Charity of Ireland listens to members, acts on information received when appropriate and provides feedback.
- Reflect the principles of confidentiality, Data Protection and other relevant legislation.

Types of Communication

Variety – the Children's Charity of Ireland communicates with the public in a variety of ways. These include

- The website
- Social media platforms – Facebook, Instagram, X & LinkedIn
- Online video platform - YouTube
- Advertising – Posters & Flyers
- Press – Advertisements, Press Releases & Appearances / Interviews
- Emails
- Mail
- Committee Meetings
- WhatsApp

The Website

The official Variety – the Children’s Charity of Ireland website www.varietyireland.org is managed by internally and the General Manager and IT Manager have administrative access and are responsible for managing content.

The website features

- A link to the Variety – the Children’s Charity of Ireland’s social media pages with news updates and relevant posts.
- A section on upcoming events
- A section on latest news
- A contact us section where the public can e-mail the charity directly
- Links to current policy documents and reports
- Link for public donations

Social/Visual Media Platforms

Social media platforms such as Facebook, Instagram, X and LinkedIn are now the primary channels for communicating with the public and promoting awareness of Variety – the Children’s Charity of Ireland’s work.

Videos showing our work and activities are regularly uploaded to YouTube.

Currently the public accounts are as follows:

- Facebook: www.facebook.com/varietyirl
- X: www.X.com/variety_ireland
- Instagram: [Instagram.com/varietyirl](https://www.instagram.com/varietyirl)
- LinkedIn: www.linkedin.com/company/varietyireland
- YouTube: www.youtube.com/@varietyireland5249

Content is generally made up of news, events, photos and public information notices with links to the relevant Variety – the Children’s Charity of Ireland or other official and relevant website pages. All social media accounts are managed internally, and the General Manager and IT Manager have administrative access and are responsible for managing content.

Variety – the Children’s Charity of Ireland team moderators and adopts the following guidelines when participating in social networking sites. It is considered a breach when staff members conduct to post on any public or private website or other forum:

- Anything that may harm the goodwill or reputation of the organisation or any disparaging information about the Variety – the Children’s Charity of Ireland.
- Any disparaging, discriminatory or harassing information concerning any charity member.
- Any confidential information or intellectual property.
- Any private information relating to a member or employee.
- Moderators may remove any post that they consider inappropriate.

To allow for consistency and transparency the Variety – the Children’s Charity of Ireland team are responsible for replying to direct messages received via social media accounts on behalf of the charity.