

Information, publicity and social media policy

The Aim of this Policy

To use a range of media to listen to and provide high quality, confidential and impartial information to our service users. This is in line with the SEN Code of Practice and the quality standards for all IASS.

What we do to further this aim

- We have information principles that underpin all our resources and services, which are to be clear, accurate, relevant, accessible, empathetic and honest. These have been developed with service users.
- We provide a confidential telephone and email enquiry service. We call*or email* parents, children and young people back on request from our DIAS enquiry line which has a 24-hour answer phone facility. We do our best to return calls and reply to emails within two working days.
- Before we send information by email we send you a tester email to ensure we have the correct address.
- All our printed and online information goes through an internal development and approval process to ensure it is accurate and relevant. We involved subject matter experts where appropriate.
- All staff and volunteers use a DIAS style guide to ensure information has a consistent approach and format.
- Links to external organisations such as national and local charities and government departments and resources are checked annually for relevance and accessibility. We do not host web links for private business.
- Printed and online information is regularly reviewed and updated. We provide as accessible a service as we can, and regularly review the format and availability of our resources. We develop new titles as the need arises.
- We use a regular newsletter to inform our users about DIAS and Devon services, to share information and to help people stay informed, included and up to date.
- We use social media to keep service users abreast of DIAS, 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 DIAS 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 our Information, publicity and social media and whether it meets their needs.

*See our Confidentiality and Impartiality Policies for more detail.

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Due for review October 2020