

COMMUNICATION AND MEDIA POLICY

Policy number	103	Version	3
Drafted by	Eric Cave	Approved by Committee	12 February 2026
Responsible person	President	Scheduled review date	August 2028
<i>Handweavers, Spinners and Dyers Guild of Tasmania Inc. Constitution of 2021</i>	Clause 3	Reviewed	13 August 2026

Introduction

The Handweavers, Spinners and Dyers Guild Tasmania Inc (Guild) believe that good communication is a critical element in supporting members and recruiting new members, The Guild will use the most effective and efficient communication methods to reach members and potential members of the public.

The Guild uses both internal and external forms of communication.

Definitions

Internal communication: includes, email, video calls/meetings text, telephone and verbal conversations.

External communication: includes all social media and digital platforms including future platforms,(e.g. website, blog,) press releases, print media, conferences, workshops, commercial advertising, written letters, Facebook, guild brochures and fliers, attendance at public events and public demonstrations..

Public: anyone who is not a Guild member

Purpose

- Promote the benefits of membership of the Guild.
- Provide Guild members with guidelines and avenues to communicate with each other and the public.
- Provide members and committee with clear expectations, procedures and standards of communication.
- Help maintain a clear vision and cohesion within the Guild.
- Build and strengthen awareness of the Guild and its resources and benefits.
- Recruitment of new members.

Messages.

- Clear, precise, honest, timely, consistent, tailored to the audience.

Strategies

Newsletter: Utilise Island Yarns, the President's Report, and the group coordinators' newsletters to regularly liaise with Guild members and to both provide and invite information about activities within the Guild.

Email: Utilise email communication to keep members informed about Guild activities, events, workshops, meetings, opportunities and important updates. Email may also be used to invite members to contribute information, promote activities and provide feedback. Where appropriate, email communication may also be used to reach potential members and interested community groups.

Website: Utilise and publicise the website as a means of informing both existing and potential members about Guild activities and opportunities.

Social media: Utilise social media platforms e.g. Instagram to publicise the Guild and members' activities and achievements and provide a point of initial contact.

Publicity Officer: A Committee member, or a co-opted member for particular events, who liaises with the President, the Workshop Officer and group coordinators about Guild activities and initiatives.

The Publicity Officer seeks to promote the Guild to potential members using the strategies described above and assists groups by implementing publicity measures as required for one-off or recurring activities.

Guidelines

When communicating with Guild members and the public, members will:

- a) be professional and respectful
- b) use inclusive, respectful and accessible language
- d) promote the best interests of the Guild
- d) not include misleading or deceptive statements or inferences
- e) avoid inappropriate, discriminatory, exclusionary or disrespectful language, including stereotyping or assumptions based on gender, age, disability, cultural background, race, religion, sexuality or other personal attributes
- f) only include intellectual property, such as photographs, videos and quotes, that the Guild has permission to use or that does not require permission to use
- g) comply with the Guild's Privacy Policy

Responsibilities

- The committee shall nominate and approve a publicity officer who will undertake the

Guild's communication policy.

- The committee has responsibility for overseeing The Guild's communication strategies.
- Members will ensure all communication is in keeping with The Guild's aims and policies.

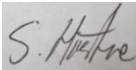
Breaches

- If any member breaches this policy, they may be subject to disciplinary action as per the Guild's Constitution.

Related documents:

- The Handweavers, Spinners and Dyers Guild Tasmania Inc Constitution 2021
- The Handweavers, Spinners and Dyers Guild Tasmania Inc Privacy Policy
- The Handweavers, Spinners and Dyers Guild Tasmania Access and Equity Policy
- The Handweavers, Spinners and Dyers Guild Tasmania Volunteer Policy

Authorisation

Signature:  Date:...13/8/2026

President

COMMUNICATION AND MEDIA PROCEDURES

Procedure number	103	Version	2
Drafted by	Sue Hastie	Approved by Committee	13 August 2026
Responsible person	President	Scheduled review date	August 2028
<i>Handweavers, Spinners and Dyers Guild of Tasmania Inc. Constitution of 2021</i>			
	Clause 3		

PURPOSE

These procedures support the Communication and Media Policy by providing practical guidance for communicating with Guild members, prospective members and the wider community.

The procedures aim to:

- Ensure communication is timely, accurate and consistent.
- Promote Guild activities and achievements.
- Encourage member participation.
- Support recruitment and retention of members.
- Maintain a positive public image of the Guild.

COMMUNICATION CHANNELS

The Guild will utilise a range of communication channels to reach members and the public.

Internal Communication

- Email
- Committee minutes
- Group coordinator reports
- President's updates
- Island Yarns newsletter
- Telephone
- Online meetings and video calls
- Face-to-face meetings

External Communication

- Guild website
- Facebook
- Instagram
- Public demonstrations
- Exhibitions
- Community events
- Media releases
- Promotional brochures and flyers

- Email enquiries from the public

ISLAND YARNS NEWSLETTER

Purpose

Island Yarns is the Guild's primary member newsletter.

Publication Schedule

The newsletter will be published six times each year.

Suggested publication months:

- February
- April
- June
- August
- October
- December

Content

The newsletter may include:

- President's report
- Committee updates
- Workshop information
- Group reports
- Business in the Spotlight
- Member profiles
- Exhibition reports
- Fibre and textile articles
- Library news
- Upcoming events calendar
- Training opportunities
- Calls for volunteers
- Guild achievements and awards

Responsibilities

The Newsletter Editor will:

- Collect articles and photographs.
- Establish submission deadlines.
- Edit content for clarity and consistency.
- Ensure contributors are acknowledged.
- Distribute the newsletter electronically.
- Group Coordinators, Workshop Officers and Committee members are expected to submit information relevant to their areas.

PRESIDENT'S UPDATES

The President may issue updates between newsletter editions when important information needs to be communicated.

Updates may include:

- Major Guild announcements.
- Committee decisions.
- Urgent operational matters.
- Upcoming events.

- Membership matters.
- Grant outcomes and project updates.

Updates may be distributed through:

- Email
- Newsletter articles
- Website notices
- Social media where appropriate

EMAIL COMMUNICATION

Email is the primary method of direct communication with members.

Email Notifications

Email notices may be used for:

- Workshop registrations
- Event reminders
- Annual General Meetings
- Special General Meetings
- Membership renewals
- Volunteer requests
- Emergency cancellations
- Urgent announcements

Standards

Emails should:

- Be concise and informative.
- Include relevant dates and contact details.
- Be respectful and professional.
- Use inclusive and accessible language that avoids stereotypes, assumptions or discriminatory terms.
- Be distributed only to relevant recipients.

WEBSITE MANAGEMENT

The Guild website is the primary source of official public information.

Website Content

The website should include:

- Information about the Guild.
- Membership information and application forms.
- Event calendar.
- Workshop details.
- News and announcements.
- Contact details.
- Links to social media platforms.
- Information about Guild groups.
- Members Section

Responsibilities

The Website Administrator will:

- Keep information current.
- Remove outdated material.

- Update event information promptly.
- Ensure links remain functional.
- Major policy documents approved for public release may be published on the website.

SOCIAL MEDIA PROCEDURES

Purpose

Social media platforms are used to:

- Promote Guild activities.
- Highlight members' achievements.
- Encourage public engagement.
- Attract prospective members.
- Publicise workshops, exhibitions and demonstrations.

Platforms

- Facebook
- Instagram
- Current and emerging digital communication platforms approved by the Committee

Content

Posts may include:

- Event announcements.
- Workshop promotions.
- Exhibition publicity.
- Member achievements.
- Fibre arts demonstrations.
- Photos of completed work.
- Volunteer opportunities.
- Recruitment campaigns.

Frequency

A minimum of:

- Two Facebook posts per week.
- Two Instagram posts per week.

Additional posts may be made during major events.

Approval

Routine posts may be approved by the Website coordinator

Sensitive or potentially controversial content must be approved by the President before publication

MEDIA AND PUBLIC RELATIONS

Media enquiries should be referred to:

- President
- A delegated spokesperson approved by the Committee

Official statements on behalf of the Guild must be authorised by the President or Committee representative.

PHOTOGRAPHS AND IMAGES

Before publishing photographs:

- Permission should be obtained where practical, and people should be represented respectfully and with dignity.
- Special care must be taken when photographs include children, vulnerable people or people who may not wish to be identified.
- Images should avoid stereotypes and should reflect the diversity of Guild members and the wider community where possible.
- Copyright ownership must be respected.
- Images supplied by members remain the property of the creator unless otherwise agreed.

EVENT PROMOTION

For major Guild events, workshops or exhibitions:

Six to Eight Weeks Prior

- Website updated.
- Social media campaign commenced.
- Event notice prepared.

Four Weeks Prior

- Email reminder issued.
- Newsletter article included if publication timing allows.

One Week Prior

- Final email reminder.
- Social media reminder posts.

Following Event

- Photos and report published through appropriate channels.

RECORD KEEPING

The Guild will maintain electronic records of:

- Newsletters.
- Media releases.
- Social media content where practical.
- Website updates.
- Major member communications.
- Records should be retained in accordance with Guild record management practices.

MONITORING AND REVIEW

The Committee will review communication effectiveness annually by considering:

- Newsletter readership and feedback.
- Website usage.
- Social media engagement.
- Membership enquiries.
- Membership growth and retention.
- Feedback from members and group coordinators.

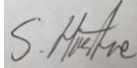
Recommendations for improvement will be reported to the Committee.

Related documents:

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Date:...13/8/2026

President