

Policy 9

Communications Policy 2026/2027

9.1 Email Accounts

9.1.1 The use of Reach email is strictly for Reach business purposes. The director of Reach reserves the right to access any staff email accounts at any time and without notice.

9.1.2 All staff will be responsible and accountable for their email use and log on.

9.1.2 All communications (including email, telephone or in person) must represent professional conduct and workers must behave in a manner that does not impact negatively on Reach.

9.1.3 All communication relating to students/young people must only use initials and not their full name.

9.1.4 Staff are permitted to access work emails on their personal phones, however this must be password protected and be always kept secure (beware of prying eyes). Phones must also have their sim protected by a pin number in addition to having a keyboard pin protection.

9.1.5 Staff are not to use their personal email accounts to send, receive or forward any Reach related data. This is regardless of being in a formal or informal context.

9.2 Social Media

9.2.1 The use of personal social media sites is to bare no relation to Reach in any way. Social media communication for Reach purposes will be through official Reach social media sites and is for the sole use of Reach business.

9.2.2 All Reach staff including volunteers must lock down their own personal media sites such as Facebook etc, so that they are not easily found/visible to public including students/young people. Profile pictures should not include family members/children or anything that presents as an inappropriate picture. All pictures and posts must not put staff, Reach or any school/agency in any compromising positions.

9.2.3 All Reach staff are not permitted to be 'friends', follow or make any other form of electronic connection with children or the families of children using their personal social media accounts. Any approaches to connect should be ignored and logged with the Reach Director. Open and active personal accounts such as Facebook, Instagram or X (formerly Twitter) should make no reference to the employee's operational duties. All distributed content should be appropriate with regards to being an employee working with children and vulnerable young people.

9.2.4 Objectives (Social media use for work purposes)

- To promote the impact of Reach youth and education services
- To promote opportunities for new partnerships and opportunities to extend projects
- To promote the wider impact of youth work interventions in the lives of young people
- To celebrate and recognise young people's achievements

9.2.5 Reach social media accounts are to:

- Respond to Young person enquiries
- Share posts and or other content created by Reach
- Share articles, videos, media and other content relevant to Reach but created by others
- Provide followers with an insight into what Reach provides

9.2.6 What to do when dealing with Trolls/Negative posts on social media

- Occasionally it is possible you may get a negative response to a post, and it is important that staff members do not reply to themselves.
- If this happens, let the Director know immediately and an agreed appropriate approach will be made, if anything at all.

9.2.7 Personal Reach Social media accounts are only authorised for professional use if:

- Employees have gained approval, from the Reach Director, to have a personal Reach account
- Employees have read and understood the Communications Policy prior to posting on sites

9.2.8 Reach Staff creating and using Professional/Business pages on social media

- Reach staff and volunteers are permitted to have social media accounts for other private work or hobbies but these must adhere to our 'communications policy' and content restrictions that;
- Must not mention Reach or anything connected to Reach or being Reach into disrepute
- Ensure that the account or anything posted does not bring the member of staff into disrepute
- Ensure that it continues to safeguard the member of staff fully in case any Reach young person or family gets to view it (i.e. personal phone numbers, addresses, ensuring all content is safe and appropriate)

9.3 Telephones & Telephone Use

9.3.1 All phone calls made from Reach employees to young people must be logged with the Duty unless day to day planning/arrangements (i.e. confirming collection time).

9.3.2 All other logs to be sent as a WhatsApp to the Director.

9.3.3 Only authorised telephone numbers can be used for purposes of work and authorisation must be gained from the Duty.

9.3.4 Staff will be issued with a work mobile phone which must have a lock to secure the device. A SIM pin must also be activated.

9.3.5 Students are not to be given any staff members personal mobile phone number WITHOUT prior agreement from the Reach Director.

9.3.6 Staff are not permitted to use their personal mobile devices during work hours (unless with prior arrangement of the Reach Director or in case of emergency). Please carry as an emergency backup.

9.3.7 Staff are not permitted to use hands free whilst students are in transit unless urgent or an emergency work call. If driving with hands free and an urgent work call comes in, then staff are required to pull over where it is safe to do so and take/return the call.

9.3.8 Staff are not permitted to contact students or their families outside of school hours. If a staff member receives a message or calls from a student outside of school hours, then they are to inform the Reach Director immediately. No communications at all after 7pm or before 8am with students or their families.

9.3.9 Taking images of students/young people we work with on work issued phones:

- Staff are permitted to take appropriate photos of the above during work time.
- All images taken during the above period must be uploaded from the device the same working day and then deleted from the device. Photos MUST NOT be left on any device longer than the same day they were taken.
- Photos must be safely stored and not shared with anyone other than the Duty Desk.

9.4 Protection

9.4.1 It is the responsibility of all staff to maintain a minimum level of threat protection on their personal devices (phones/laptops, tablets/PC).

9.4.2 The minimum level of protection should be AVG free or equivalent and is the responsibility of all staff to regularly update this protection and maintain scheduled scans of your devices in order to avoid spyware or other malicious software.

9.4.3 Staff must ensure family/friends cannot access work email/portals.

9.5 Non-adherence

9.5.1 Breaches of this policy will be dealt with under the Grievance and/or Disciplinary procedures as appropriate.

Any further questions regarding guidelines in this policy then please contact one of the leadership team.

To ensure the effectiveness of this document our 'Communications' policy will be reviewed annually.

Signed:



Date: 2nd Sept 2026

Dan Palmer

Founder / Director