



COMMUNICATION POLICY

PURPOSE:

To provide consistent approach to communication throughout RAR and facilitate the power of rural communities to influence positive change in support of people seeking refuge and asylum.

RESPONSIBILITY:

RAR Executive and members.

PRINCIPLES:

All communications will be:

- Respectful and tolerant in representing RAR priorities and values;
- Based on a rural and regional perspective and the interests of country communities.
- Unaligned in advocacy, material support and other activities to maintain focus on achieving RAR goals. RAR members and affiliates do not use their association with RAR to promote or promulgate particular political or faith positions.

Communication priorities will:

- Inform and raise awareness about issues,
- Motivate membership to action,
- Seek specific changes to policy or processes,
- Provide feedback.
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External communications include:

- Public comment in mainstream media including letters;
- Public comment and engagement in social media;

- Messages conveyed in public events;
- Information on social media, pamphlets and website;
- Information to organisations in the sector.

Internal communications build and support the RAR network by keeping the membership informed and working cooperatively.

SOCIAL MEDIA

Facebook, Twitter and Instagram are central to RAR's internal and external communications. The RAR Social Media team is responsible for raising awareness of the latest issues and broadcasting the RAR message to a wider audience. Social media can be the place to bring likeminded people together and to keep the issues of facing refugees in Australia within the public conscience.

Facebook: Facebook informs members and raises awareness externally, it publicises events and rallies.

Posts will be two to three per day.

- Know the purpose and intended audience for a post.
- If sharing from another source, ensure it is covered by an RAR voice comment or create a distinctive post with an image and/or link
- Use tabs to engage action in events and to set up closed groups for specific purposes and resources.
- Create a schedule of posts to develop a theme or specific campaign, keeping issues on the public agenda.
- RAR will delete inappropriate posts and comments.

Twitter: Twitter engages and expands debate with an external audience and influencers. It builds relationships that expand the message.

- Position RAR as an authoritative voice of country people on refugee issues and engaging discussion around RAR priorities: eg. Manus, Nauru, Rural Resettlement, Immigration detention.
- Keep engaged with trending topics so that you link to them
- Use an RAR "voice" and curate any content you retweet
- Be clear and concise about the message – tweet with links not words
- Promote new hashtags for raising issues to create awareness and promote the RAR agenda.

Instagram: Instagram is a visual medium, used to express quality infographics, visuals or video with minimal words

WEBSITE

The website provides information about RAR, branches, objectives, values, events and policies. It is a path to other current and updatable media ie Facebook and links to resources and information in the sector.

PROMOTING CHILDREN AND ADULTS ON SOCIAL MEDIA

Written permission must be received if children or people seeking refuge and asylum can be identified on any media platform.

March 20, 2019

Responsibility: National Executive

Review date: March 2020