



Occupational therapy  
Research & Evidenced  
based-practice  
NeTwork **Wales**

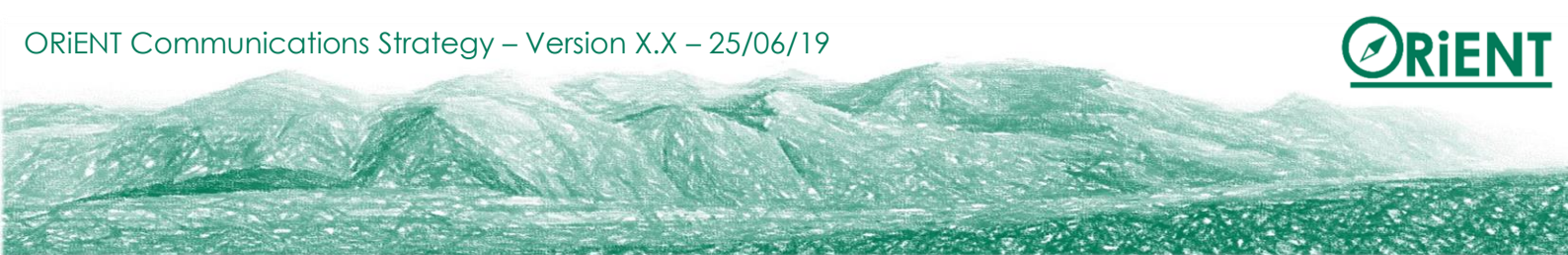
Rhwydwaith Ymchwil  
Therapi Galwedigaethol  
ac Ymarfer ar Sail  
Tystiolaeth **Cymru**

# Communications Strategy

V 0.3 DRAFT – 25/06/2019

Author/s – Alex Smith

Approved By – Bethan Edwards, Jo Griffin, Laura Ingham,  
Catherine Purcell



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## Named Leads

### Website

- Lead/s – Catherine Purcell

### ORIENT e-Mail

- Lead/s - All

### JISC Mail

- Lead/s – Catherine Purcell

### Newsletter

- Lead/s – Alex Smith

### Social Media

#### Twitter

- Lead/s – Bethan Edwards

#### Facebook

- Lead/s – Laura Ingham

### Iaith Cymraeg/ Welsh Language

- Lead/s – Alex Smith & Bethan Edwards

### Governance

#### Complaints

- Lead/s – Jo Griffin

## Website

### Aim

To function as a static 'hub' to direct anyone interested in OT & Research in Wales towards further sources of information.

### Web address

orient.wales (English Language Site) & orient.cym (Welsh Language Site)

### Content

#### Front Page

- With the option to access the website in English or in Welsh

#### Home Page

- Twitter Feed and/or Facebook

#### About us

- Who we are (core group/ steering committee)
- Mission statement

#### Contact us

- Contact Details & Automatic Contact Form
  - o E-mail – info@ORIENT.TBC (*Automatic Generic Bilingual Acknowledgement of e-mail to be in place*)
  - o Twitter – @ORIENTCymru
  - o Facebook – **ORIENT**

#### Mentors & Champions

- Map of Wales – Health Boards / Local Authorities/ Regions
- Mentors/ Champions – for the regions

#### Newsletter

- Sign up / Join in – JISC Mail
- Archive of newsletters

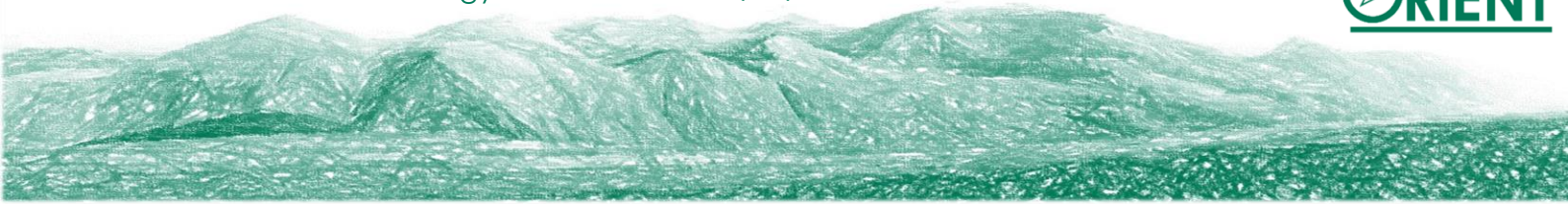
#### Affiliates / Sponsors (**TBC**)

##### Sponsor/s

- Aneurin Bevan UHB (2019/20)

##### Affiliates

- Health Boards – BCUHB, CTMUHB, CVUHB, HDdUHB, PTHB, SBUHB
- Local Authorities



- Universities – Cardiff University, Glyndwr University (OT Courses), Bangor University, Cardiff Metropolitan University, University of South Wales, Swansea University etc.
- Other Orgs – TBC e.g. HCRW, RCOT, CAPHR, Charities

## ORIENT e-Mail

### E-mail address

enquiry@orient.wales

### **Reviewing**

Each e-mail will be reviewed individually. All e-mails, which pose a reputational risk to ORIENT (e.g. complaints), will be flagged and shared with the complaints lead.

### **Responses**

All e-mails will receive a generic response that their e-mail has been received and will be responded to within one working week. Responses will be circumstance dependent and will be at the discretion of the ORIENT e-mail lead for that month.

### **Approvals**

- For information in relation to the approval of ORIENT e-mail content See Governance section (pX)

# JISC Mail

## List Name

[ORIENTWALES@JISCMAIL.AC.UK](mailto:ORIENTWALES@JISCMAIL.AC.UK) & [www.jiscmail.ac.uk/ORIENTWALES](http://www.jiscmail.ac.uk/ORIENTWALES)

## Title

ORIENTWALES

## Description

ORIENT is a subgroup of the Occupational Therapy Advisory Forum (OTAF) and has been established for Occupational Therapy staff in Wales who have an interest in the development and sharing of professional intelligence gained through audit, service evaluation and research.

## List Type

Private

## Primary Owner

- Catherine Purcell

## Additional Owners

- Bethan Edwards
- Jo Griffin
- Laura Ingham
- Alexander Smith

## Moderators

See additional owners

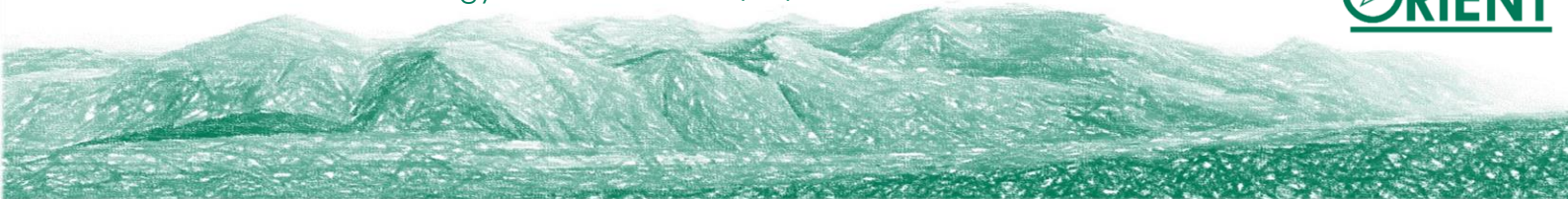
## E-mails

### **Frequency**

- **Steering Group Generated Content** – E-mails will mainly consist of a monthly newsletter to be e-mailed as a PDF.
- **Distribution** – Much of the content of e-mails will be content created by members of the JISC Mail service. This content will be filtered by the Steering Group following a distribution request. Subject to approvals, this content will be distributed via the JISC Mail Service.
- **User Generated** – E-mail content will be generated ad hoc via question posting, replies etc.

### **By who**

The responsibility of managing the JISC Mail account will rotate on a monthly basis between the steering committee.



### **Responses**

- Generic Response 'please contact enquiry@orient.wales'

### **Approvals**

- For information in relation to the approval of social media content See Governance section (pX)



# Newsletter

## Title

Newsletter / Cylchlythyr

## Frequency

Monthly on the first/last X day of every month

## Content

**Content** – to be collated by the steering group no later than 2 working days prior to the publications of the newsletter.

**Requests** – All requests to publish content in the newsletter must be made at least 3 working days prior to the publication of the newsletter.

## Layout

Heading

Logo

Sections

- News
- Funding
- Research Studies
- PhD & Study etc.

Contacts Details

- Twitter
- Facebook
- E-mail

## **Approvals**

For information in relation to the approval of newsletter content See Governance section (pX)

## Social Media



### Twitter Handle

@ORIENTCymru

### Bio

Our aim is to build a network to support a Welsh occupational therapy research environment to improve outcomes for the people of Wales.

**Website** – [orient.wales](http://orient.wales) & [orient.cym](http://orient.cym)

### Tweets

#### Frequency

- Original tweets will mainly consist of a monthly newsletter to be tweeted as an image. The majority of tweets will consist of retweets of content such as news or opportunities from other organisations.

#### By who

- The responsibility of managing the twitter account will rotate on a monthly basis between the steering committee.

#### Retweets, Likes & Followers Policy

- **Retweets Policy** – These will be only from trusted sources, such as RCOT or other non-commercial organisations. Retweets of content posted by individuals such as individuals OTs or Researchers will be avoided at first (this will be reviewed at a later date).
- **Likes Policy** – The liking of content will be reserved for trusted sources, as RCOT or other non-commercial organisations. Likes of content posted by individuals such as individuals OTs or Researchers will be avoided at first (this will be reviewed at a later date).
- **Followers Policy** – Following will be limited to trusted organisation, such as RCOT or other non-commercial organisations. The following of commercial organisations will be reviewed at a later date. The following of individual OTs or Research is permitted, but only to those tweeting in a non-commercial capacity.

#### Responses

- Generic Response 'please contact [enquiry@orient.wales](mailto:enquiry@orient.wales)'

### **Approvals**

- For information in relation to the approval of social media content See Governance section (pX)

### **Facebook**

The Facebook presence will be maintained via a single ORIENT account and will also consist of a group

### **Account**

**Name – ORiENT Wales**

### **Bio**

### **Frequency**

Original posts will mainly consist of a monthly newsletter to be posted as an image. The majority of posts will consist of reposting content from other organisations such as news or opportunities related to occupational therapy and research.

### **Likes, Friends etc. Policy**

- **Likes Policy** – The liking of content will be reserved for trusted sources, such as RCOT or other non-commercial organisations. Likes of content posted by individuals such as individuals OTs or Researchers will be avoided at first (this will be reviewed at a later date).
- **Friends Policy** – **Not at present**
- **Other Facebook related interactions (TBC)**

### **Responses**

- Generic Response 'please contact enquiry@orient.wales'

### **By who**

The responsibility of managing the Facebook account, group and page will rotate on a monthly basis between the steering committee.

### **Approvals**

For information in relation to the approval of social media content See Governance section (pX)

## Group

**Name – ORiENT Wales**

### **Bio**

Occupational Therapy Research and Evidenced Based-Practice Network Wales (ORiENT) has been established for Occupational Therapy staff in Wales. Our aim is to build a network to support a Welsh occupational therapy research environment and enable occupational therapists to undertake audit, service evaluation and research to improve outcomes for the people of Wales.

Website - orient.wales

E-mail - enquiry@orient.wales

### **Frequency**

Original posts will mainly consist of a monthly newsletter to be posted as an image. The majority of posts will consist of reposting content from other organisations such as news or opportunities related to occupational therapy and research.

### **Likes, Friends etc. Policy**

- **Likes Policy** – The liking of content will be reserved for trusted sources, such as RCOT or other non-commercial organisations. Likes of content posted by individuals such as individuals OTs or Researchers will be avoided at first (this will be reviewed at a later date).
- **Friends Policy** – Closed Group – Approval Needed
- **Other Facebook related interactions (TBC)**

### **Responses**

- Generic Response 'please contact enquiry@orient.wales'

### **By who**

The responsibility of managing the Facebook account, group and page will rotate on a monthly basis between the steering committee.

### **Approvals**

For information in relation to the approval of social media content See Governance section (pX)

## Page

**Name – ORiENT / @orientcymru**

### **Bio**

Occupational Therapy Research and Evidenced Based-Practice Network Wales (ORiENT) has been established for Occupational Therapy staff in Wales.

### **Frequency**

Original posts will mainly consist of a monthly newsletter to be posted as an image. The majority of posts will consist of reposting content from other organisations such as news or opportunities related to occupational therapy and research.

### **Likes, Friends etc. Policy**

- **Likes Policy** – The liking of content will be reserved for trusted sources, such as RCOT or other non-commercial organisations. Likes of content posted by individuals such as individuals OTs or Researchers will be avoided at first (this will be reviewed at a later date).
- **Friends Policy** – Not applicable to Facebook Pages
- **Other Facebook related interactions (TBC)**

### **Responses**

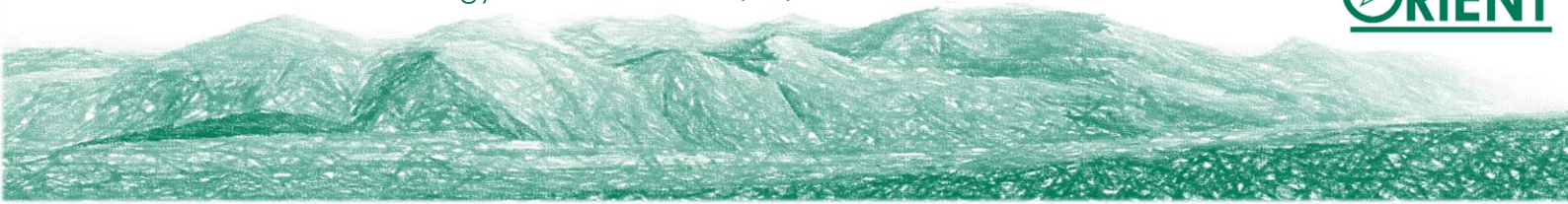
- Generic Response 'please contact enquiry@orient.wales'

### **By who**

The responsibility of managing the Facebook account, group and page will rotate on a monthly basis between the steering committee.

### **Approvals**

For information in relation to the approval of social media content See Governance section (pX)



## Others

Other social media platform options to be considered at a later date.

# Iaith Cymraeg/ Welsh Language



## Welsh Language policy

Aim for as much bilingual content as possible across all platforms.

### **Translation/ Cyfieithiad**

- Occupational Therapy Research & Evidence Based Practice Research Network
- Rhwydwaith Ymchwil Therapi Galwedigaethol ac Ymarfer ar Sail Tystiolaeth

### **Website**

.cym to be a Welsh Language Version

### **Newsletter**

A Bilingual Template to be used for the newsletter.

# Governance

## Internal Governance of Communication

### Approvals for website content

#### **How**

- All proposed content to be distributed to the steering group by the named website lead virtually (E-mail & Google Drive). The steering group will have appropriate time to offer comments.

#### **By who**

- The approval of content will be passed by a majority decision rather than a unanimous decision. Non-response to the proposed content will be taken as acceptance of the proposed content.

### Approvals for ORIENT e-Mail content

#### **How**

- Named ORIENT e-Mail lead for the month to liaise with newsletter lead to receive monthly newsletter. Named ORIENT e-Mail lead for the month to have discretion regarding approval of distribution requests. Requests, which require further scrutiny to be circulated to the Steering Group Virtually (E-mail & Google).

#### **By who**

- The approval of content will be the responsibility of Named ORIENT e-Mail lead for the month. Where further scrutiny is required, this will be passed by a majority decision rather than a unanimous decision. Non-response to the proposed content will be taken as acceptance of the proposed content.

### Approvals for JISC Mail Content

#### **How**

- Named JISC Mail lead for the month to liaise with newsletter lead to receive monthly newsletter. Named JISC Mail lead for the month to have discretion regarding approval of distribution requests. Requests, which require further scrutiny to be circulated to the Steering Group Virtually (E-mail & Google).



### **By who**

- The approval of content will be the responsibility of Named JISC Mail lead for the month. Where further scrutiny is required, this will be passed by a majority decision rather than a unanimous decision. Non-response to the proposed content will be taken as acceptance of the proposed content.

## **Approvals for Newsletter**

### **Content**

#### **How**

- All proposed content to be distributed to the steering group by the named newsletter lead virtually (E-mail & Google Drive). The Newsletter will be based on a template pre-agreed by the Steering Committee. The steering group will have appropriate time to offer comments.

#### **By who**

- The approval of content will be passed by a majority decision rather than a unanimous decision. Non-response to the proposed content will be taken as acceptance of the proposed content.

### **Requests**

#### **How**

- All proposed content requests to be distributed to the steering group by the named newsletter lead virtually (E-mail & Google Drive). The Newsletter will be based on a template pre-agreed by the Steering Committee. The steering group will have appropriate time to offer comments.

#### **By who**

- The approval of content will be passed by a majority decision rather than a unanimous decision. Non-response to the proposed content will be taken as acceptance of the proposed content.

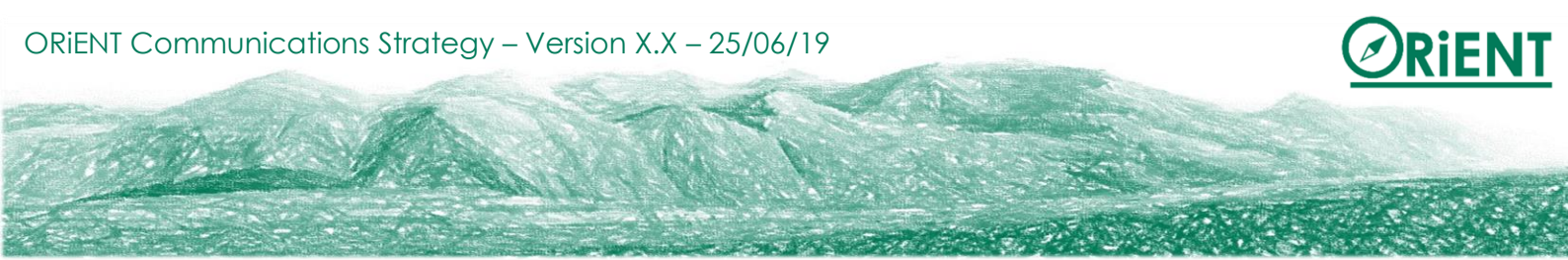
## **Approvals for Social Media Posts & content**

#### **How**

- Named individual for that month.

#### **By who**

- Named individual for that month.



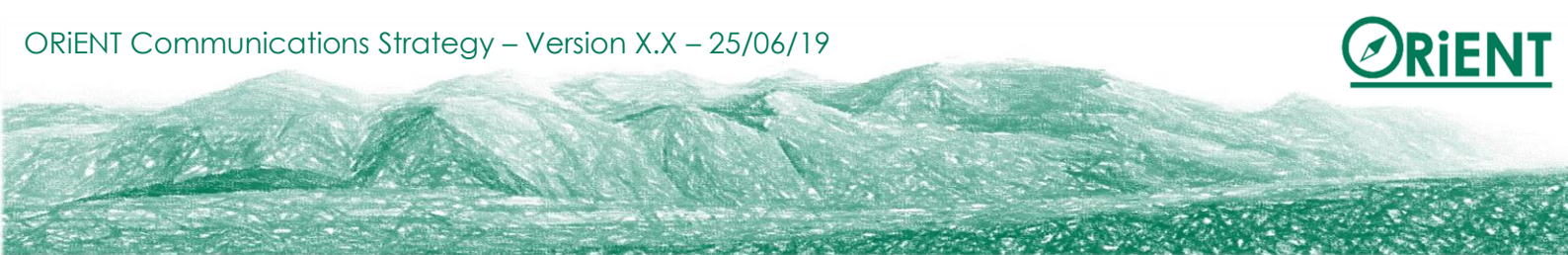
## **Complaints**

### **How**

- Named lead to collate and acknowledge receipt of complaint.

### **By who**

- To be discussed with the steering group and actions to be decided by the group. All actions will be passed by a majority decision rather than a unanimous decision. Non-response to the proposed content will be taken as acceptance of the proposed content.



# Appendices

## Appendix 1

<b>Amendment No.</b>	<b>Version no.</b>	<b>Date issued</b>	<b>Author(s) of changes</b>	<b>Details of changes made</b>