

Social Workers' Benevolent Trust

September 2021

Communications Policy

1. SWBT will implement the following Policy to manage its external communications.
2. The Board will regularly consider how it wants to publicise its activities. The Chair or Vice-Chair or a designated person will lead on this.
3. Communications will generally be targeted on raising awareness of the Trust's activities with one or a combination of the following audiences:
 - potential supporters of the Trust's activities including financial support
 - potential applicants for grants
 - potential applicants when there is a vacancy for a new Trustee
4. The Trustees may identify additional audiences and outcomes as the need arises
5. The Trust will use a range of communication mediums, including its own website, the BASW website, Professional Social Work, other professional publications and social media.

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And is registered with the Charity Commission.

Charity No: 262889

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6. The Trust will agree a Communication Plan linked to the Annual Activity Plan at the Business Meeting in June for the coming year which will be monitored at each subsequent Business Meeting of the Trustees.
7. The Trust will work in conjunction with BASW, SWET and SWU where appropriate to coordinate communication initiatives of mutual interest and will work with other relevant charities on joint communication initiatives as the need arises

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