



RANZCO

The Royal Australian
and New Zealand
College of Ophthalmologists

Communication Policy

Approved by: CEO Version: Current Department: Member Support	Next review date: July 2025 Approval date: 1 July 2022 Policy inventory number: 194.2022.07 02
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1. Introduction

1.1. Purpose

This policy outlines who RANZCO formally communicates with, and how this communication is undertaken. It meets RANZCO's operational needs by providing a framework for employees and Members on what can be communicated, to whom, and how. It aims to support RANZCO's strategic objectives by highlighting opportunities to communicate RANZCO's work and positions to Members and external agencies.

1.2. Who is it prepared for?

This policy applies directly to RANZCO employees, indirectly to Members, and covers all formal College communication.

1.3. Scope

This policy covers all formal communication. That is, all approved messages using RANZCO-controlled communication channels. These include (but are not limited to):

- E-news
- Bulk emails
- RANZCO website
- RANZCO LMS
- *Eye2Eye* magazine
- RANZCO's social media platforms
- Media releases

This policy does not cover informal communication between Members, individual employees and small groups of Members, within a Committee or for the purpose of transacting Committee business. All Members who serve on a Committee are bound to the Communication requirements of that Committee's Terms of Reference.

1.4. Definitions

E-news: fortnightly communication from RANZCO to all Members

Eye2Eye: quarterly magazine published by RANZCO

Communication: the act of relaying a message.

Employee Communication: messages between and to employees (email, ZOHO Connect, Zoom)

Internal Communication: messages to Members that are only ever reasonably expected to be consumed by Members (e-news, some bulk emails, portal and LMS)

External Communication: messages to Members that are reasonably expected to be circulated more widely, or messages deliberately conveyed to those outside the membership (website, some bulk emails, *Eye2Eye*, media releases)

Advocacy: the act of influencing change, often using communication as a tool to do so

Bulk emails: emails sent out by the College to a group of its Members

Learning Management System (LMS): a curated space for education content available to Members with the relevant password and permissions

Portal: a centralised dashboard available to Members (via personal password) that is customised for their use

RANZCO website: a public-facing website managed by RANZCO to convey information to prospective Members, the public, allied health, the media, etc.

RANZCO social media: Facebook, Twitter, Instagram, YouTube and LinkedIn accounts managed by RANZCO

2. Strategic Alignment

This policy aligns with the Privacy Policy and the standard clauses from all Committee Terms of Reference. It supports all areas of the strategic plan where a message is communicated to Members or to any external agencies. This policy complies with RANZCO's policy on Diversity and Inclusion.

3. Background and issues

This policy aims to improve Members' understanding of what the College will communicate, to whom and how. It gives RANZCO employees guidance on what can be published, where and how.

4. Objectives

1. Clearly articulate what RANZCO will and will not communicate
2. Clearly differentiate RANZCO's communication channels and provide commentary on their appropriate use
3. Manage the expectations of Members
4. Provide clear guidance for all employees and, where appropriate, Members, to ensure consistency in approach and outcomes

5. Policies

General communication principles

Formal RANZCO communication must uphold the values of the College and align with the College's policies, position statements, guidelines and the College position on diversity and inclusion, as well as align with compliance requirements from the ACNC, MCNZ and the AMC.

All communication to external agencies, including social media activity, must be approved by an employee at Department Head level or higher. In most cases, communication should be enhanced by references to approved RANZCO position statements and policies.

RANZCO retains the absolute right not to publish content on its controlled communication channels. The following general principles apply:

- Editing and publishing – RANZCO retains the right to edit content for readability, length and format and retains the right to decide when and where a message will be published, giving consideration to timing of the message, length of the publication and consistency with theme and brand.
- Commercial interests – if content is believed to serve the commercial interests of an individual member, a practice or a company, RANZCO retains the right not to publish it or to publish with a full disclosure.
- Surveys – RANZCO will assist in communicating surveys to Members where the survey relates to the business of the College or in the improvement of ophthalmic practice. In order not to contribute to survey fatigue, the College retains the right to determine if a survey will be sent to Members, how and how often. Preference will be given to surveys that have been endorsed by a RANZCO Committee, including Branch Committees.
- Events – RANZCO will assist in communicating events to Members where the event has been organised by RANZCO or relates to ophthalmology or the practice of ophthalmology. Preference will be given to events being run by RANZCO. In these cases, RANZCO employees will develop a marketing plan with the event PCO or Chair. External events will be promoted at the discretion of the Head of Member Support.
- Expressions of interest (EOI) – RANZCO maintains a repository of EOIs on the RANZCO website and promotes these in the e-news. This includes EOIs for RANZCO positions and some external positions. External positions are published at the discretion of the CEO or Departmental Head.
- Notices to Members – RANZCO will assist in communicating messages to the membership at the discretion of the Head of Member Support.

All information contained in published communication must be accurate and portrayed in an appropriate manner. This must be ensured in the process of approval, assessing that the copy and images are not sensitive or disturbing.

Images

All images that are included in RANZCO communications must be approved by the Head of Member Support and Communications Manager. For images that are taken onsite or in person for the purpose of *Eye2Eye* publication, the designated article contributor must obtain a signed Image Consent Form (provided by the Editor) prior to the photo being taken detailing the use of the image. This is especially necessary when taking photographs of patients and children. The subject must be presented in a dignified and respectful manner ensuring that the image is an honest representation of context and fact.

E-news

RANZCO publishes a fortnightly e-newsletter (e-news) that includes information for Members from the CEO. The format of the e-news is approved by the Head of Member Support and the content is approved by the CEO. Members and external agencies are welcome to submit content for the e-news and the College retains the right not to publish submitted content. All content is subject to editing to ensure consistency in language, style and length.

Bulk emails

Frequency

RANZCO is cognisant of the volume of emails Members receive and aims to ensure no more than three emails per week are sent to Members in normal circumstances, and up to five in extraordinary circumstances. In instances where member segments are being sent bulk emails, this can be increased if the cumulative result ensures a given member does not receive more than five emails per week. This includes the RANZCO e-news.

Wherever practicable, bulk emails should be avoided if the content can be covered in the RANZCO e-news.

Branch and SIG event emails will be sent according to the marketing plan devised for each Branch and SIG by RANZCO employees and in agreement with the event Professional Conference Organiser (PCO) and Chair.

Audience

RANZCO employees will work together with the contributor to ensure the correct membership segment is targeted by bulk emails. The Head of Member Support has authority to decide the audience for each bulk email.

Approval chain

To ensure unauthorised or incorrect information is not communicated to Members, all contributor submissions will be reviewed by the relevant SIG or Branch or a RANZCO employee. The Head of Member Support will determine the relevant reviewer. This process can be expedited by the contributor feeding their contribution through a relevant Branch or SIG.

RANZCO website

The RANZCO website is a publicly accessible platform and, as such, all content should be written with the public in mind.

The CEO has overall discretion for the content on the website, with sections managed by departments within RANZCO. RANZCO employees should not update the website content without the express permission of a relevant Departmental Head.

The website is reviewed twice a year for consistency in line with this policy, and to ensure information is up to date and relevant.

Classifieds

The classifieds section of the website is governed by the Classifieds Guide, available on the website.

Latest News

Latest News is managed by the Communications Manager and should be updated, as a minimum, on a weekly basis.

RANZCO Learning Management System (LMS)

The LMS is a curated space for communicating to Members without the expectation the communication will become public. As confidentiality cannot be ensured, communication that is confidential in nature should not appear on the LMS.

The management of the LMS is controlled by the RANZCO Education and Training Department, with each employee having different permissions and access to update the content. Employees should be cognisant of the audience for their communication, and tailor style, tone and terminology accordingly.

Communication can be pushed from the LMS to Members, with Members having the option to manage their notifications. Push notifications should be coordinated at the Senior Manager level, with the Head of Member Support.

Eye2Eye magazine

Eye2Eye is RANZCO's quarterly membership magazine. An Editorial Board of Members provide guidance and feedback on the content of the magazine. It is produced by the Head of Member Support and the Editor is the Communications Manager. The format of *Eye2Eye* is managed by the Editor and this includes the layout, branding, tone and means of publication and balance of advertising to content.

Contributor Guidelines are available on the RANZCO website and are sent to any individual wishing to contribute to the magazine.

Social media

RANZCO's social media accounts are managed by the CEO, Head of Member Support and Senior Communications Manager. The Employee Handbook details employee interaction with RANZCO social media.

Given the nature of social media, there is leeway for liking/retweeting/sharing and promoting content that appears on social media. The College will generally support the initiatives of other Colleges, peer-reviewed journals and publications, and government messages. However, promoting general interest stories or those that relate to societal matters beyond ophthalmology and the profession is not encouraged.

RANZCO reserves the right to alter, remove, or delete any social media content, comments or actions that contravene RANZCO's interests, mission, or purpose. RANZCO further reserves the right, when deemed necessary, to limit the ability to like, comment on, or the sharing of social media content. This action will be under the authority of the Head of Member Support in consultation with the Senior Communications Manager.

Media releases and media engagement

Media releases must be approved by the Board, CEO or Head of Member Support and include relevant contact details for the individual or contractor managing the issue.

When the media approach RANZCO, this should be managed by the CEO or Head of Member Support.

All employees and Members must ensure they are clearly articulating to the media if they are speaking as an approved spokesperson for RANZCO, or in their capacity as an individual.

The RANZCO Brand

The use of the RANZCO logo and branding for external communication can only be done with the permission of the CEO, Head of Member Support or the Communications Manager. This extends to the use of the ANZEF logo and assets, as well as the JulEye logo and assets.

6. Unauthorised Communication

Employees and Members must be cognisant of their implied authority to 'speak' on behalf of RANZCO. Communicating about official RANZCO matters to those outside the College without the express endorsement or permission of the CEO or Board is referred to as unauthorised communication. Unauthorised communication may damage the reputation of RANZCO and give rise to liability on the part of the College.

Employees should reference their position description and delegation of authority in determining what information can be communicated, how and to whom.

Members must not conduct any unauthorised communication (written or oral) concerning any proposed or current legal action or political lobbying.

All media communications that is communicating an official RANZCO message should be coordinated by the RANZCO Communications Manager.

Where a Member makes representations to the media in their personal capacity, they must take all reasonable steps to ensure that the representations are not attributed to or taken to be endorsed by RANZCO.

7. Monitoring and Evaluation

The Head of Member Support and Communications Manager will be responsible for monitoring adherence to this policy and for suggesting changes to improve outcomes. This will be done on an annual basis.

8. References

Diversity and Inclusion Policy

Complaints Policy

RANZCO Reconciliation Action Plan

Classifieds Guide

Eye2Eye Contributor Guidelines

9. Record of amendments to this document

Page	Details of amendment	Date approved
7	Updates to the 'social media' section	1 July 2022

10. Action Plan

This policy will be presented to all RANZCO employees and made available through the intranet. A copy of the policy will be sent to all Branch and Committee Chairs via the CEO. All Eye2Eye contributors will be sent a copy of the policy. Pending the outcomes from annual monitoring and evaluation, a more robust communication strategy may be developed.

11. Appendices

N/A