

MUSEUM LONDON

BOARD POLICY

COMMUNICATIONS

Preamble

Museum London is committed to effective communication that will promote public awareness, understanding, and appreciation of the institution. Communication is a critical component of the daily operation of Museum London and of the optimal performance of employees and volunteers.

Policy

Museum London requires accurate, professional and respectful communication with members of the public and among employees and volunteers. Museum London will strive for the dissemination of information through all possible media, and for consistency and accuracy in all its communications.

External Communications

In all dealings with the public on behalf of Museum London, employees and volunteers will:

- Be respectful, courteous and professional.
- Respond appropriately to all correspondence and inquiries.
- Present the programs and policies of Museum London in a positive light.
- Make management aware of circumstances when a member of the public has been dissatisfied.
- Forward all members of the media and all media enquiries to the person assigned to media relations or, if that individual is unavailable, to management.

The Executive Director must approve any external communication, in any medium, that expresses an official institutional message on behalf of Museum London. The above statement applies to all employees and volunteers. On matters of governance, as it relates to members of the Museum London Board, the Board Governance Policy will apply.

Media Relations

Museum London seeks to ensure that it is represented accurately and consistently in the media at all times. Management is responsible for developing media protocol practices and designating appropriate individuals as spokespersons. Unless authorized to act as spokespersons on behalf of Museum London, employees or volunteers will refer media enquiries to the person assigned to media relations or, if that individual is unavailable, to management.

Internal Communications

In internal communications all appropriate means will be used to disclose relevant information to employees and volunteers at the direction of the Executive Director, his or her designate, and/or the Chair of the Board, his or her designate. Museum London policies and procedures will be readily available to all employees and volunteers. Appropriate individuals will be consulted and/or informed of any changes to the above.

Museum London employees and volunteers are responsible for reviewing internal communications as made available to them.

Employees and volunteers shall treat others with respect, tact, and courtesy, both internally and when representing Museum London. Employees and volunteers must comply with the Canadian Museum Association's Ethics Guidelines, with respect to confidentiality, including the non-disclosure of the following:

- Information relating to personnel matters.
- Matters under negotiation or litigation.
- Confidential information about Museum London donors or members.
- Any other information to which they have access only by virtue of their employment or volunteer placement, where disclosure would be contrary to the best interests of Museum London.
- Employees and volunteers will not reveal to unauthorized persons information that may infringe on the right to privacy of others.

Law

Employees and volunteers must comply with all relevant legislation.

Explanation of Terms

Employee: An individual who fills a position approved by the Executive Director and who receives a salary or fee. Museum London employees include management, supervisory and exempt staff, unionized employees, and individuals employed by Museum London for a limited duration.

Volunteer: An individual who provides his or her time and service to any activity that supports the objectives of Museum London, and is authorized and sponsored by Museum London with no expectation of remuneration.

Last Revised Date: 28 June 2017

MONITORING:

Adherence

The Executive Director will report to the Board on any areas of non-adherence within a timely manner.

Policy Review

Method: Internal Report

Responsibility: Policy Committee

Minimum Frequency: Five Years