

Soar Sound Communication Monitoring

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1 Document Information

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Author: Rob Watson (Organisation Development for Soar Sound)

Soar Sound's Safeguarding Officer:

Policy Validity Statement: Policy users should ensure that they are consulting the currently valid version of the documentation. This document will be reviewed one year from its issue date.

Approval: The policy will remain valid, including during its period of review. However, the policy must be reviewed next year and afterwards at least once in every three-year period.

2 Introduction

This policy sets out how Soar Sound will fulfil its statutory duties and responsibilities effectively, both within its own organisation, and for the affiliated groups and members that help with Soar Sound's not-for-profit vision and public purpose objectives.

2.1 Vision

Soar Sound seeks to provide broadcast radio and other online and legacy media services that are not for private gain, with any surplus or assets used principally for the benefit of the community.

2.2 Objects

The objects of the Company are to carry on activities which benefit the community and in particular (without limitation) to carry out radio broadcast and media production services that will benefit communities resident in Leicester and Leicestershire, and in particular, and without limitation, with a focus on public education, wellbeing, mental health, economic development and employment.

Soar Sound supports all services, projects and activities that meet our not-for-profit objectives, as above, through offering publicity in our Soar Sound radio service and other media services.

3 Purpose of Policy

For Soar Sound, effective logging, and monitoring of essential correspondence with regulators, partner organisations, stakeholders, members, volunteers, business clients, listeners, and users of the service are vital for ensuring transparency, accountability, and compliance. The typical expectations include:

Accurate and Comprehensive Record-Keeping: Maintaining accurate and comprehensive records of all correspondence, including emails, letters, and phone call summaries. This should include the date, sender, recipient, main points discussed or agreed upon, and any follow-up actions required.

Secure and Organised Storage: Ensuring that all correspondence is stored securely and organised in a manner that allows for easy retrieval. This may involve using digital databases or filing systems that are categorised by the type of correspondent (e.g., regulators, stakeholders, listeners).

Confidentiality and Data Protection Compliance: Adhering to data protection regulations, such as the GDPR in the European Union, to protect the privacy and confidentiality of all parties involved in the correspondence. This includes obtaining consent where necessary before sharing any personal information.

Regular Review and Follow-up: Implementing a process for the regular review of correspondence to ensure that all queries, complaints, and feedback are addressed in a timely manner and that necessary follow-up actions are taken.

Accessibility for Relevant Team Members: Making sure that correspondence logs are accessible to relevant team members who need to be aware of or act on the information. This may involve using shared digital platforms or regular briefings.

Reporting and Analysis: Using the logged correspondence for reporting and analysis purposes. This can help in identifying trends, areas for improvement, or opportunities for further engagement with the community. Periodic reports may be generated for review by the station's management or board.

Compliance Monitoring: Specifically for correspondence with regulators and other official bodies, ensuring that responses comply with regulatory requirements and deadlines. This is crucial for maintaining the station's licensing and legal status.

Feedback Mechanisms: Establishing mechanisms for feedback to correspondents, where appropriate, to acknowledge their input and, if applicable, inform them of any actions taken as a result of their correspondence.

Training and Guidelines: Providing training and clear guidelines to staff and volunteers on how to handle correspondence effectively and in line with the station's policies and procedures.

By meeting these expectations, Soar Sound can ensure effective communication and relationship management with all its stakeholders, contributing to its success and sustainability.

4 Communication Logging and Management

Logging, monitoring, and evaluating the effectiveness of communications within Soar Sound involves several practical steps and tools. These processes are crucial for understanding the impact of communications, ensuring that messages are received as intended, and identifying areas for improvement. Here are key requirements and strategies:

Soar Sound will investigate Digital Tools for:

4.1 Logging and Monitoring:

CRM Management: Customer Relationship Management (CRM) Software to utilise CRM systems to log communications with stakeholders, including emails, phone calls, and meetings. This helps in tracking interactions and preferences.

Project Management Tools: Platforms like Trello, Asana, or Microsoft Teams can track project-related communications, tasks, and progress.

Social Media Management Tools: Use tools like Hootsuite, Buffer, or Sprout Social to schedule posts, monitor engagement, and gather analytics across different platforms.

4.2 Data Collection and Analysis

Surveys and Feedback Forms: Regularly distribute surveys or feedback forms via email or social media to gather direct input on the effectiveness of communication efforts.

Analytics: Use analytics tools provided by social media platforms, email marketing software (like Mailchimp), and your organisation's website to track engagement, reach, and conversion rates.

Listening Tools: Implement social listening tools to monitor public sentiment and conversations about your organisation on social media and the web.

4.3 Reporting Frameworks

Regular Reporting Schedule: Establish a routine (monthly, quarterly, annually) for reporting on communications activities and their outcomes.

Key Performance Indicators (KPIs): Define clear KPIs related to communication goals, such as engagement rates, website traffic, feedback quality, event attendance, and volunteer sign-ups.

Visual Dashboards: Use data visualisation tools (e.g., Google Data Studio, Tableau) to create dashboards that present key metrics in an accessible format for stakeholders.

4.4 Evaluation and Feedback Loop

Assessment Meetings: Hold regular meetings with your team and stakeholders to review reports, discuss the effectiveness of communication strategies, and identify areas for improvement.

Adjustment and Experimentation: Be prepared to adjust strategies based on feedback and data. Experiment with different communication methods, messages, and formats to see what works best for your audience.

Training and Development: Offer ongoing training for staff and volunteers in effective communication practices and the use of monitoring and reporting tools.

4.5 Compliance and Data Protection

Data Protection Policies: Ensure all communication logging and monitoring practices comply with data protection regulations (such as GDPR in Europe). This includes obtaining consent for data collection and communication.

Confidentiality Measures: Implement strict access controls and encryption for sensitive information to protect the confidentiality of communications.

By systematically logging, monitoring, and evaluating communications, your organisation can gain valuable insights into the effectiveness of its engagement strategies, make informed decisions, and continuously enhance the impact of its work. This approach not only supports organisational growth and mission fulfilment, but also fosters a culture of transparency, accountability, and continuous improvement.

5 Monitoring and Review

Soar Sound will monitor and evaluate the information that is appropriately collected in relation to the prevention of bullying and harassment duties, and will make periodic reports to the Director Board, making recommendations for improvements and changes to the Soar Sound's activities and communications.

Signed: Rob Watson

Position: Organisation Development Director

Date: 9th March 2024

Review Date: 5th March 2025

Soar Sound