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**Menevia Safeguarding Communication Plan**

**Objectives**

1. **Enhance Community Engagement:** Foster a stronger sense of community within the diocese through regular and meaningful interactions.
2. **Increase Visibility and Awareness:** Raise awareness of diocesan activities, programs, and initiatives.
3. **Improve Internal Communication:** Streamline communication among clergy, staff, and volunteers to ensure alignment and coordination.
4. **Support the functions of the safeguarding team:** Increase awareness of the all Wales safeguarding procedures, the Catholic churches policy on reporting all allegations of abuse to the police and its context in each parish community/.
5. **Facilitate Transparent Information Dissemination:** Ensure timely and clear communication of important information to all stakeholders.

**Target Audiences**

1. **Parishioners, volunteers and PSR’s**
2. **Clergy and Religious Leaders**
3. **Diocesan Staff and Volunteers**
4. **Local Community Members**
5. **Media and Press**
6. **Ecumenical and Interfaith Partners**

**Key Messages**

1. **Mission and Values:** Emphasise that safeguarding is everyone’s responsibility and its importance to the Diocese.
2. **Events and Milestones:** Highlight upcoming events, training opportunities, awareness raising, successes and challenges in safeguarding.
3. **Volunteering Opportunities:** Promote ways to support the diocese through giving and volunteering.
4. **Community Outreach:** Showcase outreach programs and their impact on the community (i.e. LoudFence)
5. **Educational Resources:** Provide access to spiritual and educational materials to engage the clerical community.

**Communication Channels**

1. **Traditional Media:** Newsletters, bulletins, parish newsletters
2. **Digital Media:** Websites, email and social media (Facebook, Twitter, Instagram, YouTube)
3. **In-Person:** Church services, community events, workshops, meetings.
4. **Internal Communication Tools:** Staff meetings.

**Content Strategy**

* **Monthly Newsletters:** Distribute via email and physical copies at churches.
* **Monthly Social Media Posts:** Share event updates, inspirational quotes, community stories etc
* **Website Updates:** Regularly update the diocesan website with news, events, and resources.
* **Parish website support:** assist clergy and parish secretaries to update website with safeguarding messages.
* **Video Messages:** Share video messages from the bishop or other leaders on social media and the website.

**Implementation Plan**

* **Timeline:**
  + **Monthly:** Newsletter distribution, website content update, staff meetings and social media posts
  + **Ongoing:** Content creation, event planning, media relations.
* **Roles and Responsibilities:**
  + **Communication team:** Utilising the Cardiff communication team for support
  + **Safeguarding coordinator:** producing newsletters, social media content, updating website, working with Cardiff team to run events such as LoudFence.
* **Resources:** Budget for print materials and use of Cardiff’s technology for video production.

**Feedback and Engagement**

* **Surveys and Feedback Forms:** Collect feedback from clergy at Deanery meetings and PSR Safeguarding Cafes

**Metrics:**

* + **Website Traffic:** Monitor visits, page views, and duration of visits.
  + **Event Attendance:** Track participation and feedback from events.

**Adjustments:** Use the collected data to refine messages, improve content, and optimize communication channels.

**Crisis Communication Plan**

* **Crisis Communication Team:** Safeguarding coordinator to work with the Communications team in Cardiff to designate key roles and responsibilities.
* **Pre-Drafted Statements:** Prepare statements for various potential crisis scenarios to be written by safeguarding team and communications manager.
* **Internal and External Protocols:** Establish clear communication protocols for disseminating information internally and externally during a crisis.
* **Media Relations Strategies:** Develop strategies for managing media inquiries and public statements during a crisis.