



# *The Academy for Advance Studies (TAAS)*

Augmenting your potentials  
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## CCO Communications Policy

### **POLICY STATEMENT**

The Academy for Advance Studies (TAAS) aims to conduct all affairs in an open and transparent manner and make information publicly available unless there are justifiable reasons for withholding it

The purpose of this policy is to:

- Ensure all internal and external communications are effective
- Ensure effective two-way communication
- Provide guidance to staff on methods and style of communication to make this accessible to all including students and partner organisations
- Maximise the use of social media as an effective communication tool
- Promote and enhance our reputation
- Explain our approach to being open and transparent while recognising the importance of ensuring confidentiality where appropriate
- Acknowledge accountability to our students and accrediting bodies

In line with our commitment to equality and diversity, this policy can be made available in a variety of formats, including large print, other language or other media. Reasonable adjustments will also be made to assist individuals who have a disability.

### **PROCEDURES**

#### **1. CONFIDENTIALITY**

2.1 Staff, students, contractors and will be made aware of the need to treat information gained through their relationship with the Academy for Advance Studies (TAAS) as confidential and should not disclose any information which may be of a sensitive nature to any unauthorised person.

2.2 Staff and students are advised of Data Protections arrangements and the need for confidentiality as part of the induction process.

#### **2. MEDIA CONTACT**

No unauthorised members of staff will speak to the media (press, radio or television) or post information through any social media such as Facebook or Twitter.

Enquiries from the media should be directed to the Directors or the Principal.



### **3. ACCOUNTABILITY**

We will be open and transparent with all our students and partner organisations. We will display logos and acknowledge accrediting bodies as required.

We will provide information on our performance in all areas of our work and, where this information is not sensitive; make it available for scrutiny and comment.

We will therefore:

- Remain professional in our communications
- Encourage feedback from students and partners and act upon it where we can
- Ensure our website and social media sites are updated frequently
- Regularly review our communications plan so that it is current
- Be reactive to changes in communications practices
- Ensure staff and senior management receive appropriate information and training to enable them to fulfil their role within the organisation

### **4. CHANNELS OF COMMUNICATION**

It is important that we communicate effectively with employees and other stakeholders,

This may be:

- Verbally by face-to-face meetings, telephone, text
- Electronically through email, WhatsApp and our website

### **7. STUDENT PARTICIPATION**

7.1 We realise the importance of ensuring effective communication with our students and of involving them in curriculum development and other aspects of the Academy for Advance Studies (TAAS) activities.

7.2 To evidence our commitment, we will provide accurate, relevant and accessible information to ensure students are well equipped to participate.

7.3 We will use a range of methods to communicate with students and others and seek their views, tailoring our methods of communication to accommodate any particular needs.

#### **Monitoring**

This policy is reviewed annually by the SMT

Review date: 20/05/2021