

The communications section is an internal document for the ENPHE Governing Board and membership. It includes the principles, channels, and responsibilities for internal and external communication.

PRINCIPLES

Communication is a key factor for an active collaboration and the success of ENPHE. All communication must be built around the ENPHE values and principles.

It means that ENPHE relies on communication that is based on trust and transparency, which includes openness related to its objectives, processes, and the use of resources. This matters to both the internal and external communication of the network.

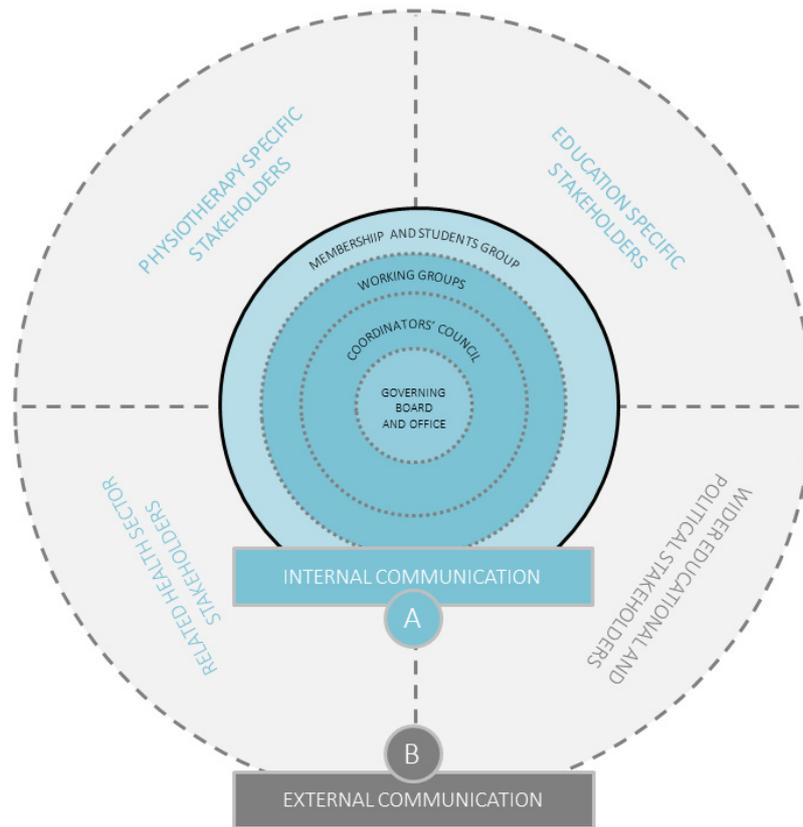
OBJECTIVES

INTERNAL COMMUNICATION: The internal communication aims at members and office bearers openly sharing information related to the development and governance of ENPHE. For it, a safe communication environment must be established in which respectful communication takes place and contentious issues can be openly addressed and discussed without arguments going down at the personal level. At the same time, members must be able to trust that it is possible to discuss and share information confidentially, if needed.

EXTERNAL COMMUNICATION: The external communication seeks to communicate a consistent picture of the network as regards its vision, activities, and potential. The key messages for external communication derive from the strategic direction statement. The aim of external communication is to raise the profile and standing of ENPHE, to initiate collaboration and to attract funding and sponsoring. Members must be able to trust that internal information is kept confidential.

TARGET GROUPS

Considering ENPHE's main purpose and composition at least two levels with different layers of communication are distinguished. Each of the layers poses different communication requirements.



INTERNAL COMMUNICATION: The internal communication is bidirectional whereby the ENPHE full membership, the thematic working groups, the national coordinators’ council, the governing board, and the management unit office, as well as the student group, are both receiver and transmitter of information.

EXTERNAL COMMUNICATION: The external communication seeks to communicate a consistent picture of the network as regards its vision, activities, and potential. The key messages for external communication derive from the strategic direction statement. The aim of external communication is to raise the profile and standing of ENPHE, to initiate collaboration and to attract funding and sponsoring.

The main recipients of information are Education and Physiotherapy stakeholders, related health (education) stakeholders, and wider educational and political stakeholders. This includes potential funders and sponsors within the different stakeholder groups. The transmitters of information on ENPHE side depend on its concern, level, and scope (see below).

EDUCATION STAKEHOLDERS

STAKEHOLDER	KEY MESSAGE	KEY COMMUNICATOR	CHANNEL / NOTES

PHYSIOTHERAPY STAKEHOLDERS

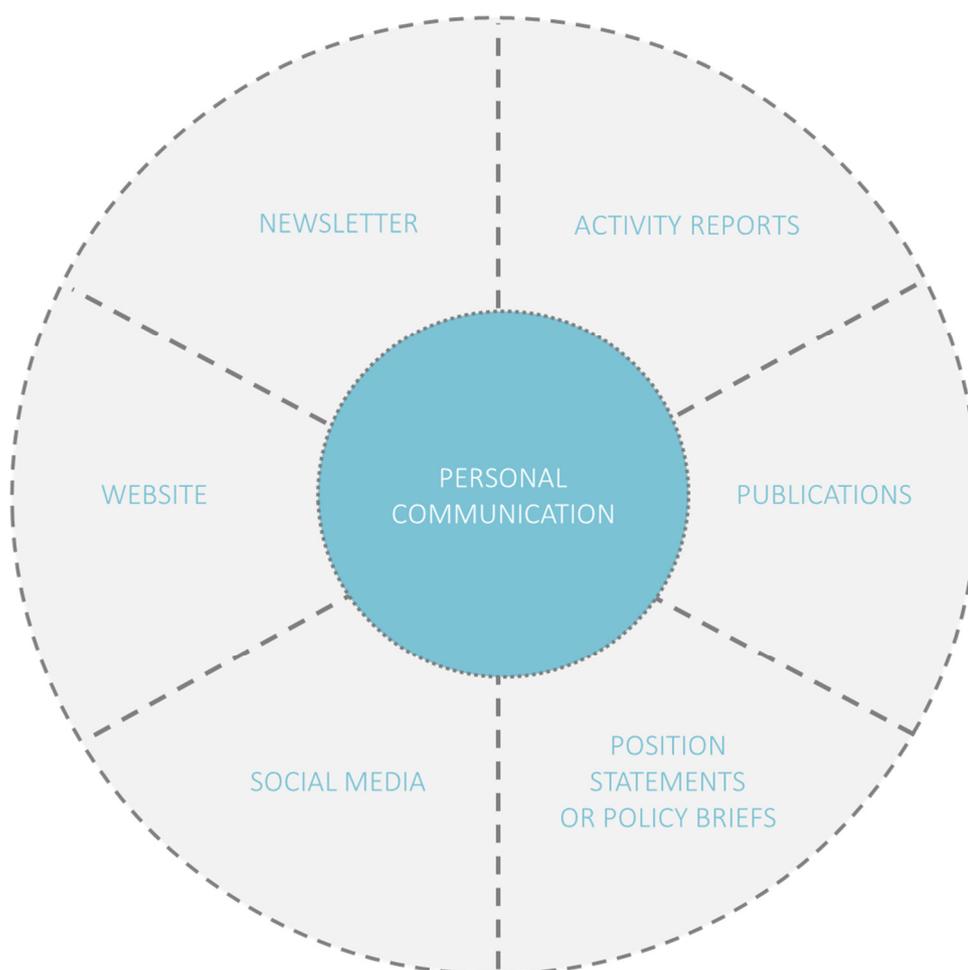
STAKEHOLDER	KEY MESSAGE	KEY COMMUNICATOR	CHANNEL / NOTES

RELATED HEALTH (EDUCATION) STAKEHOLDERS

STAKEHOLDER	KEY MESSAGE	KEY COMMUNICATOR	CHANNEL / NOTES

WIDER EDUCATIONAL AND POLITICAL STAKEHOLDER

STAKEHOLDER	KEY MESSAGE	KEY COMMUNICATOR	CHANNEL / NOTES



PERSONAL COMMUNICATION: Providing community, eye-level communication and making members feel at home in ENPHE forms part of the network's strategies. Therefore, personal communication through meetings and events (offline and online) or through bilateral phone calls lies in the centre of ENPHE's communication approach. This is especially the case when it comes to discussing contentious issues.

Email conversation forms part of this communication approach. However, it must be clear that cultural differences, language barriers and the possibility of misinterpretation makes email communication less effective to reach consensus related to contentious issues of the network. Therefore, ENPHE uses this communication approach primarily as a tool for information.

WEBSITE: The ENPHE website is a WordPress based responsive platform suitable for desktop and mobile devices. It hosts up-to-date information of ENPHE's past, current and

future activities through both an open access showroom and an internal membership section.

- <https://www.enphe.org/>

SOCIAL MEDIA: The ENPHE social media communication currently consists of the following accounts. These should be interconnected and aligned, and complement the information shared via the website or other communication channels.

- <https://www.youtube.com/channel/UCwm3-7igw33agJKYg8OexPw> (64 follower | status: 11.06.2020)
- <https://www.instagram.com/enphe.physio/?hl=en> (133 follower | status: 11.06.2020)
- <https://twitter.com/ENPHE> (595 follower | status: 11.06.2020)
- <https://www.facebook.com/enphe.eu/> (336 follower | status: 11.06.2020)

NEWSLETTER: The ENPHE newsletter is published through Microsoft Sway on a quarterly basis. It is accessible through the website and sent by targeted email communication to the full membership and to registered subscribers. A public subscription possibility should be provided.

- <https://www.enphe.org/news/> (news web section)
- <https://sway.office.com/Fde3xGDynNDBTH3x> (example | status: 11.06.2020)

ACTIVITY REPORTS: The ENPHE activity reports are a main element to establish sustainable and effective internal communication to avoid having the same discussions repeatedly.

It means that the network keeps records of activities, meetings, and discussions so that new members and office bearers can familiarize themselves with previous decisions. The form of these reports may be formal or informal. They can take the style of reports, minutes of meetings, action notes, or governance guidelines.

PUBLICATIONS: The ENPHE publications are a main element to establish sustainable external communication to share the network's working group results with a broader public. The form of these publications depends on the characteristics of the topic. The publications include information material targeted at sponsors and funders.

In principle any member of ENPHE may speak about the network's general matters (who we are, what we want, what we do) and freely express their own perspectives toward the network's scope and characteristics.

When it comes to specific communication objectives related to the governance, running, and promotion of ENPHE the following players take particular roles:

GOVERNING BOARD: The Governing Board leads internal and external communication. The chairperson leads the external communication and represents the network towards key external stakeholders. The vice-chairperson leads the internal communication. One member-at-large overlooks the implementation of the network communication through the website, the social media channels, and the newsletter. One member-at-large overlooks the implementation of the network communication through activity reports and publications from the thematic working groups (see board role descriptions).

MANAGEMENT UNIT: The Management Unit implements internal and external communication on behalf of the governing board (see staff role descriptions). This includes:

- updating and maintenance of the website
- updating and maintenance of the social media channels
- preparation and implementation of the newsletter service
- preparation and implementation of personal email notifications

COORDINATORS' COUNCIL: The coordinators' council members provide the internal communication to their respective country consortium. They facilitate external communication with national stakeholder groups. They organise the provision of up-to-date information for the website and social media channels from the country consortium.

THEMATIC WORKING GROUPS: The thematic working group leaders ensure the development of activity reports and thematic publications in alignment with the dimension facilitators. The dimension facilitators together with the group leaders organise the provision of up-to-date information for the website and social media channels, as well as through targeted communication towards the membership and external stakeholder groups.

TEMPLATES

- ENPHE POWERPOINT TEMPLATE
- ENPHE LETTER TEMPLATE
- ENPHE DOCUMENT TEMPLATE
- ENPHE REPORT TEMPLATE

VISUAL IDENTITY

The visual identity helps members and partner organisations to understand how to use ENPHE's logo. It is outlined through ENPHE's visual identity guideline.

LICENCES

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