



Our Messaging

Public Communications and Media Policy

Policy Version Control

Status	Version	Date	Description of Changes
Draft	V0.2	18/11/2025	Significant Adjustments to Policy compared to V1.0 to bring in line with other policies.
Approved	V2.0	22/11/2025	Minor Adjustments after Executive Committee Scrutiny

Our Messaging: Public Communications and Media Policy

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Our Messaging: Public Communications and Media Policy

ASPE is a registered charity. This Public Communications and Media Policy sets out how ASPE communicates in public, with members, with the research community and with practitioners. The policy places ASPE's values at the centre of all communications and highlights the focus on respect, integrity, inclusion, evidence-led practice, and transparency. Communications are treated as a reflection of ASPE's purpose and character and as an instrument for building trust, sharing learning and advancing primary education for public benefit.

Purpose and Scope

This policy applies to all outward-facing communications that use the ASPE name, represent ASPE activity, or are shared through ASPE channels. It covers press engagement, social and digital media, the ASPE website, journals and newsletters, event publicity, public statements, podcasts and partner communications. It applies to trustees, volunteers, contractors, grant recipients and partners. The policy is concerned less with procedural authorisations and more with ensuring that every public message embodies ASPE's values and protects people who engage with the charity.

Core Values that Guide Communications

- **Respect:** communications will treat all people with dignity; language will be civil, professional and free from derogatory expression.
- **Integrity:** ASPE will present information accurately and honestly, acknowledging limitations and uncertainty where they exist.
- **Inclusion:** communications will be accessible, culturally aware and mindful of diversity in audiences; they will avoid exclusionary language and seek to broaden participation.
- **Evidence-led practice:** ASPE will distinguish clearly between evidence, interpretation and opinion and will present research findings responsibly.
- **Transparency:** ASPE will be open about funding, partnerships and relevant interests so stakeholders can judge context and potential influences.

Standards of Tone and Language

All ASPE communications should adopt a tone that is professional, measured and collegial. Language should be clear, jargon-aware and aimed at the intended audience (practitioners, researchers, members or the public). Communications should avoid sensationalism, overclaiming or emotive framing that could mislead, stigmatise or inflame. When engaging with contentious issues, ASPE will prioritise clarity, evidence and constructive framing that supports improvement in practice.

Accuracy, Evidence and Responsible Reporting

ASPE will ensure factual accuracy and methodological transparency in public materials. Communications about research will:

- (a) state key findings plainly;
- (b) explain important limitations, context and methods;
- (c) avoid causal claims beyond what evidence supports; and
- (d) declare funding and institutional affiliations.

Where ASPE summarises or interprets third-party research, sources will be cited and distinctions between original evidence and interpretation will be made explicit.

Safeguarding and Privacy

ASPE will not publish personal, identifying or sensitive information. Case studies, images or testimonials involving children or vulnerable people will be anonymised or redacted unless explicit, documented consent has been obtained from an appropriate legal guardian. Safeguarding obligations take precedence over publicity and will guide decisions about whether to publish at all.

Stories, Case Studies and Practitioner Voice

ASPE values practitioner knowledge and lived experience as essential to research translation. When sharing stories or case studies, ASPE will ensure contributors understand how their material will be used, secure informed consent, and work with contributors to present context and learning. Practitioner voices will be centred in ways that preserve dignity, highlight strengths and surface practical implications for classroom practice.

Use of Images, Audio and Video

Use of photographs, audio and video will respect consent, copyright and safeguarding rules. Where participants are identifiable and are children or vulnerable adults, ASPE will anonymise visuals or obtain documented guardian consent.

Social Media and Community Engagement

ASPE will use social media to share evidence, invite professional dialogue and support practitioner learning. Posts will reflect ASPE values: constructive tone, factual basis, respectful engagement. Trustees and volunteers posting from official channels will act consistently with this policy. Community management will remove content that is abusive, unlawful or poses safeguarding risks; moderation will be fair and logged. Where user contributions add value, ASPE will acknowledge contributors and encourage continued professional exchange.

Partnerships and Representation

Communications developed with or by partners must reflect shared values and be governed by clear agreements about messaging, brand use and approvals. Partners using the ASPE name or branding must demonstrate alignment with ASPE's values and must comply with privacy and safeguarding standards. Co-produced content should credit all contributors transparently and note any funding or commercial relationships.

Crisis Communication Guided by Values

In crises involving safeguarding, legal risk or reputational harm, ASPE will prioritise safety, transparency and proportionality. Public statements will focus on known facts, steps being taken to protect people, and ASPE's commitment to due process and learning. Language in crisis communications will reflect empathy for affected people, avoid speculation, and commit to timely updates as permitted by legal and safeguarding constraints. These communications will normally be made by the Chair or Vice Chair. In their absence or incapacity to act, the Executive Committee will elect a spokesperson.

Corrections, Clarifications and Stewardship of Trust

ASPE regards trust as essential. If an error is identified in public material, ASPE will correct it promptly, acknowledge the correction and explain the substantive change where appropriate. Corrections will be handled openly in a manner consistent with protecting individuals; the priority is to maintain credibility through transparency and remedial action.

Statement of Intent

ASPE's communications are a public expression of the charity's purpose and values. Every outward message is an opportunity to demonstrate respect, integrity and a commitment to improving primary education. This policy sets expectations so that ASPE's voice in public life consistently advances learning, safeguards people, and builds professional and public trust.



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