



VSBSA Newsletter and Communications Policy

Approval and Review	Details
Policy Author	Registrar
Policy Owner	Registrar
Approval Authority	VSBSA Board of Directors
Approval Date	17 February 2025
Next Review Date	February 2028
Version	1.0

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Purpose

The purpose of this policy is to establish guidelines for the content and communication methods used in the VSBSA's newsletter for the profession and/or any email communications. This policy ensures that all communications are relevant, professional, and beneficial to the veterinary community.

Scope

This policy applies to all communications of the VSBSA, and any individuals or entities involved in the creation and distribution of the VSBSA's professional communications.

Policy

Content Guidelines:

- **Professional Updates:** Information on regulatory changes, new legislation, and updates from the VSBSA including the Minister's office.
- **Research and Innovations:** Summaries of recent research findings, technological advancements, and innovative practices in veterinary medicine.
- **Case Studies:** Detailed case studies that provide learning opportunities and insights into complex veterinary cases.
- **Member Achievements:** Recognition of notable achievements and contributions of VSBSA members.
- **Biosecurity, Health, and Safety:** Updates on health and safety protocols, including disease outbreaks and preventive measures.
- **Ethics and Professional Conduct:** Reminders and updates on ethical guidelines and professional conduct standards.
- **Board Announcements:** Official announcements from the VSBSA, including meeting schedules, minutes, and decisions.
- **Monthly Statistics:** An update on the monthly statistics relating to the movement in register numbers, notifications, undertakings, and hospital inspections.

What is not to be included is requests for information to be included relating to research participation, survey participation outside of the VSBSA, any advertising of products.

Communication Methods:

- **Newsletter:** A monthly newsletter distributed via email to all veterinary surgeons on the general register. The newsletter should be well-organised, visually appealing, and easy to read.
- **Email Alerts:** Timely email alerts for urgent updates, such as regulatory changes, health and safety warnings, and important announcements.
- **Website Updates:** Regular updates to the VSBSA website with the latest news, resources, and information.
- **Text Messaging:** Use of Textmagic or Mailchimp for updates via SMS relating to registration renewals or any other matter deemed as URGENT from a biosecurity aspect.

The VSBSA will not use social media platforms for communication.

Approval Process:

- All content must be reviewed and approved by the VSBSA Presiding Member and/or Board before distribution.
- Submissions for the newsletter and email alerts should be sent to the Registrar at least two weeks prior to the intended distribution date which is scheduled for the end of each month.

Confidentiality and Privacy:

- All communications must adhere to privacy laws and regulations, ensuring the confidentiality of member information.

- Personal data should not be shared without explicit consent from the individual.

Feedback and Improvement:

- The Profession is encouraged to provide feedback on the newsletter and email communications to help improve the quality and relevance of the content.
- The Board will review feedback regularly and make necessary adjustments to the policy and communication methods.