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# COMMUNICATIONS POLICY

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Protecting our Voice



02 DECEMBER 2024  
HOUSE OF DAMNATION CIC  
Old Bakery Studios, Blewett's Wharf, Malpas Road, Truro TR1 1QH



"Hope will never be silent"

- Harvey Milk, LGBTQ+ Rights Leader and Politician



## Contents

|                                                        |     |
|--------------------------------------------------------|-----|
| Purpose .....                                          | 1   |
| Scope .....                                            | 1   |
| Accessibility .....                                    | 2   |
| Principles .....                                       | 3   |
| Definitions .....                                      | 4   |
| Responsibilities and Accountability.....               | 6   |
| Communications Standards.....                          | 10  |
| Social Media Governance.....                           | 13  |
| Media & Public Relations .....                         | 16  |
| Crisis and Incident Communication.....                 | 21  |
| Ethical Storytelling, Consent and Representation ..... | 26  |
| Monitoring and Improvement .....                       | 29  |
| Policy Review .....                                    | 30  |
| Appendix 1 – Frequently Asked Questions (FAQs) .....   | i   |
| Appendix 2 – Useful Resources .....                    | iii |
| Appendix 3 – Version Control.....                      | iv  |

## Purpose

The purpose of this Communications Policy is to ensure that all internal and external communication from House of Damnation CIC is clear, accurate, ethical, and aligned with our values. Effective communication underpins our relationships with audiences, performers, partners, funders, and the wider community, and is essential for maintaining trust, transparency, and organisational integrity.

This policy defines the standards we expect when communicating in any capacity connected to House of Damnation CIC, and outlines the processes that support responsible media engagement, social media use, crisis communication, and internal information flow. It ensures that all communication protects individuals' rights, respects consent and identity, and reflects our commitment to equity, inclusion, and ethical storytelling.

By establishing these expectations, the policy supports a consistent public voice and helps us communicate with clarity, compassion, and accountability across all platforms and situations.

## Scope

This policy applies to all communication carried out by, or on behalf of, House of Damnation CIC. It covers communication in all formats (written, verbal, digital, visual, and in-person) and applies to:

- Directors, staff, and volunteers
- Performers and creative contributors
- Contractors, collaborators, and partner organisations when representing HoD
- Anyone managing or contributing to official HoD channels, including social media, website content, press materials, and marketing outputs

- Individuals making public statements about HoD activities in a professional capacity connected to the organisation

This policy governs all internal and external communication relating to HoD's work, including public messaging, media engagement, event-related communication, use of digital platforms, and the ethical sharing of images, stories, and lived experience.

This policy does **not** cover:

- Data protection and privacy (see Information Policy)
- Safeguarding disclosures or concerns (see Safeguarding Policy)
- Behavioural expectations or conduct (see Conduct Policy)
- Operational safety procedures (see Safety Policy)

Where communication intersects with these areas, this policy should be read alongside the relevant document.

## Accessibility

House of Damnation CIC is committed to ensuring that this policy (and all communication we produce) is accessible, inclusive, and easy to engage with across our diverse communities.

- **Format flexibility:** This policy (and related materials) can be requested in alternative formats, including large print, high-contrast versions, simplified/plain-language versions, dyslexia-friendly layouts, and audio.
- **Language and clarity:** We use plain English wherever possible and avoid jargon or acronyms unless they are explained.
- **Neurodivergent-friendly design:** We structure information clearly, minimise unnecessary sensory load, and offer content in multiple formats to support different processing needs.

- **Digital accessibility:** Online content should meet basic accessibility standards, such as alt text for images, readable colour contrast, captions/subtitles where possible, and intuitive navigation.
- **Cultural and community awareness:** Communications should reflect the diverse identities and experiences within LGBTQ+ communities, avoiding assumptions and recognising that language evolves.
- **Requests for support:** Anyone needing additional support to understand or engage with this policy or our communications can contact House of Damnation CIC, and reasonable adjustments will be made wherever possible.

Embedding accessibility into our communications ensures everyone can fully participate in the work, culture, and community of House of Damnation CIC.

## Principles

### 1. Accuracy and Integrity

We communicate truthfully, use verified information, and avoid speculation.

Information must be complete, contextualised, and responsibly presented.

### 2. Clarity and Accessibility

We aim for communication that is easy to understand, uses plain English, and is accessible to people with diverse needs and communication styles.

### 3. Respect and Inclusion

We use identity-affirming language, avoid stereotypes, and communicate in ways that honour the diversity, dignity, and lived experiences of LGBTQ+ communities.

### 4. Consent and Identity Protection

We seek informed consent before sharing images, stories, or personal information and ensure that no communication endangers someone's privacy, safety, or autonomy.

### 5. Confidentiality and Sensitivity

We treat personal, sensitive, and internal information with care and ensure confidentiality is respected across all contexts.

## 6. Professionalism and Neutrality

We maintain a measured tone, avoid personal biases in organisational messaging, and uphold political neutrality except where LGBTQ+ rights and safety are directly concerned.

## 7. Safety and Responsibility

We recognise the potential impact of communications in public spaces and commit to reducing harm, preventing misinformation, and promoting safe online and offline environments.

## 8. Consistency and Accountability

We communicate in a manner that aligns with our mission, values, and standards, ensuring that messages are consistent, coordinated, and appropriately authorised.

## Definitions

For the purposes of this policy, the following terms are defined as:

**Communication** – Any information shared verbally, in writing, or through digital, visual, or broadcast media. This includes posts, messages, announcements, statements, promotional materials, emails, and public interactions.

**Official Communication** – Any communication made on behalf of House of Damnation CIC using official channels, branding, or authority. This includes statements from Directors, organisational social media posts, website content, marketing materials, and responses to media enquiries.

**Internal Communication** – Information shared within the organisation between Directors, staff, performers, volunteers, and contractors.

**External Communication** – Information shared with audiences, community members, partners, funders, media, or other stakeholders outside the organisation.

**Media** – Journalists, broadcasters, online publications, bloggers, influencers, and any individual or organisation seeking information for public use.

**Crisis Communication** – Communication made during or following an incident, emergency, safeguarding concern, safety issue, or situation requiring urgent, accurate, and controlled messaging.

**Social Media** – Any platform used for public or semi-public interaction, including Facebook, Instagram, TikTok, YouTube, X/Twitter, Threads, and any messaging or livestream platform with visible public content.

**Personal Capacity** – Communication made by an individual that reflects their own views, not the official views of House of Damnation CIC.

**Representing the Organisation** – Speaking or acting in a way that could reasonably be interpreted as expressing the views or authority of House of Damnation CIC, whether authorised or implied.

**Informed Consent** – Permission freely given by an individual for their name, image, voice, story, or identity to be used in communications, based on clear information about how it will be used.

**Digital Content** – Photos, videos, recordings, graphics, livestreams, written posts, or creative materials produced or shared in connection with House of Damnation CIC.

**Misinformation / Disinformation** –

- *Misinformation*: False or inaccurate information shared without harmful intent.
- *Disinformation*: False information shared intentionally or maliciously.



## Responsibilities and Accountability

House of Damnation CIC expects everyone involved in our work to communicate clearly, ethically, and in line with our values and safeguarding duties. This section defines who holds responsibility for communication and who has authority to speak or act on behalf of the organisation. All operational rules and processes appear in later sections of this policy.

### 1. The Organisation

As a community-focused organisation, House of Damnation CIC is responsible for:

- Setting clear communication standards
- Ensuring accessible, inclusive communication practices
- Providing safe routes for escalation, clarification, and support
- Maintaining a public voice that reflects our values, community responsibilities, and ethical commitments

The organisation holds collective responsibility for the trustworthiness and integrity of all communication connected to our work.

### 2. The Board of Directors

The Board holds ultimate accountability for all organisational communication.

#### Responsibilities

Directors are responsible for:

- Strategic oversight of HoD's public voice
- Ensuring alignment with HoD's mission, values, safeguarding duties, and ethical storytelling
- Managing organisational communication risks and reputational considerations
- Ensuring performers, staff, and volunteers have clear guidance and escalation routes

#### Authority

Directors hold the authority to:

- Approve and release official statements and major announcements
- Approve all high-risk, sensitive, or crisis-related communication
- Respond to media enquiries or delegate this to the Communications Lead
- Approve use of the HoD name, brand, logo, and official channels
- Approve public event information, including changes or withdrawals

Where no Communications Lead exists, Directors hold all operational communication authority.

### **3. Communications Lead (where appointed)**

The Communications Lead supports Directors by coordinating and delivering HoD's public messaging.

#### **Responsibilities**

The Communications Lead is responsible for:

- Maintaining consistency, clarity, and accessibility across official channels
- Drafting routine statements, announcements, and updates
- Supporting teams and performers to communicate confidently and appropriately
- Identifying trends, risks, or issues requiring escalation

#### **Authority**

When delegated, the Communications Lead may:

- Speak publicly on behalf of HoD
- Manage routine public enquiries
- Oversee scheduling and presentation of approved organisational content

High-risk or sensitive communication always requires Director approval.

### **4. Project and Operational Leads**

Project Leads are responsible for communication within their own project or event remit.

#### **Responsibilities**

Project Leads must:

- Communicate clearly and promptly with performers and volunteers
- Share accurate information relevant to their project
- Liaise with Directors or the Communications Lead about updates or changes
- Escalate any issue that sits outside their remit or carries risk

### **Authority**

Project Leads may:

- Provide factual, approved public updates relating to their project

They may not:

- Speak publicly on behalf of HoD
- Give interviews or issue statements
- Comment on organisational decisions or incidents

## **5. Staff, Performers, and Volunteers**

All individuals representing HoD (on stage, online, at events, or publicly) share responsibility for safe and respectful communication.

### **Responsibilities**

Everyone involved must:

- Communicate truthfully, respectfully, and in line with this policy
- Keep personal opinions separate from organisational positions
- Respect confidentiality and avoid sharing internal or unverified information
- Uphold the privacy, dignity, and safety of others when sharing content

### **Authority**

Staff, performers, and volunteers may:

- Share content about their own roles and artistic work
- Promote HoD events using approved information

They may not:

- Speak publicly on behalf of HoD
- Release unapproved event details or sensitive information
- Comment publicly on incidents, crises, or internal matters

If unsure whether a message could be interpreted as organisational, they must seek guidance first.

## **6. Partner Organisations, Contractors, and Collaborators**

External partners communicating on behalf of HoD must:

- Use only approved messaging, branding, and information
- Reflect HoD's values and communication standards
- Refer media enquiries or sensitive questions to a Director or Communications Lead

Partners do not hold authority to speak for HoD unless explicitly delegated.

## **7. Support and Escalation**

Anyone uncertain about how to communicate in a particular situation must:

- Seek clarity from a Director or the Communications Lead
- Escalate concerns relating to misinformation, online harassment, reputational risk, or media approaches
- Request guidance before sharing content that may carry organisational implications

Escalation routes exist to support individuals, not to police them, and ensure communication remains safe, accurate, and aligned with organisational responsibilities.

## Communications Standards

All communication connected to House of Damnation CIC must uphold the organisation's values and meet a consistent set of minimum standards. These standards apply to everyone communicating in a professional capacity (internally or externally) and form the foundation for all other communication procedures in this policy.

These standards are principle-based and apply to all formats, including written, verbal, digital, visual, and performance-based communication.

### 1. Accuracy and Integrity

Communication must be:

- factual and verified
- free from speculation, assumptions, or unconfirmed claims
- transparent when information is incomplete
- contextualised appropriately so messages are not misleading

Accuracy protects the credibility of the organisation and supports safe, trustworthy communication.

### 2. Clarity and Consistency

Communication must be:

- easy to understand and free from unnecessary jargon
- structured logically so information can be processed clearly
- consistent in meaning across teams, platforms, and audiences
- aligned with previously approved messaging

Clarity ensures that everyone receives the same information and reduces the risk of misunderstanding.

### 3. Respectful and Inclusive Language

Communication must:

- honour the dignity and identity of individuals and communities
- use respectful, identity-affirming and non-discriminatory language
- avoid stereotypes, caricature, tokenism, or reductive portrayals
- ensure humour, satire, and camp never cross into harm or humiliation

Respectful communication strengthens belonging, trust, and psychological safety.

#### 4. Confidentiality and Sensitivity

Communication must:

- respect privacy and confidentiality
- avoid sharing internal, personal, or sensitive information without authority
- handle sensitive subjects (e.g., trauma, lived experience, identity, mental health) with care
- ensure safeguarding information is shared only through appropriate channels

Sensitive communication protects individuals and ensures compliance with legal and ethical responsibilities.

#### 5. Professionalism and Impartiality

Communication must:

- maintain a measured and professional tone; including in creative or drag-based contexts
- distinguish personal views from organisational positions
- remain fair, balanced, and free from favouritism
- uphold political neutrality except where LGBTQ+ rights or safety are directly involved

Professional communication supports a consistent public voice and reduces reputational risk.

#### 6. Behaviours that Breach Standards

The following behaviours fall below expected standards and may require guidance, escalation, or corrective action:

- sharing inaccurate, misleading, or unverified information
- using discriminatory, inflammatory, or harmful language
- publicly criticising HoD, partners, performers, or individuals in ways that undermine safety or trust
- disclosing internal information without permission
- using communication channels in a retaliatory, hostile, or damaging manner

These examples illustrate conduct that is inconsistent with the standards above; they are not exhaustive.

## Social Media Governance

Social media is a key tool for creativity, visibility, and community engagement. It also carries unique risks for LGBTQ+ individuals and performers. This section sets out how House of Damnation CIC manages official social media activity and the standards expected when individuals post content connected with HoD.

### 1. Governance of Official HoD Accounts

Official House of Damnation CIC accounts (e.g., Facebook, Instagram, TikTok, YouTube) may only be accessed or managed by:

- Directors, or
- An authorised Communications Lead (where appointed)

### Posting Requirements

Content on official channels must:

- reflect HoD's values and mission
- be factual and consistent with approved messaging
- follow the organisation's Communication Standards
- align with consent, representation, and privacy rules

### Approval Rules

Director approval is required for:

- major organisational announcements
- high-risk or sensitive updates
- responses to criticism or public concern
- safeguarding, safety, or legally-relevant messaging

Routine posts may be scheduled by authorised individuals using approved information.

### Account Security

- passwords must be stored securely



- access must be limited and reviewed regularly
- passwords must be changed when roles/permissions change

## 2. Personal Social Media Use Connected to HoD

Performers, staff, volunteers, and collaborators may use personal platforms to share their creative work and involvement with HoD. When posts, comments, livestreams, or engagement relate to HoD, the following applies.

### Individuals May:

- promote their involvement using approved event information
- share positive experiences of performances, workshops, and activities
- post about their own drag persona or artistic identity

### Individuals Must Not:

- present personal opinions as organisational positions
- imply organisational authority or endorsement
- announce organisational decisions or internal changes
- share unapproved information (e.g., line-ups, venue changes, cancellations)
- disclose internal disagreements, incidents, or operational matters
- speculate publicly about organisation decisions or safety concerns
- share internal chats, screenshots, or backstage content

### Representing HoD Online

- tagging HoD or using its logo must not imply endorsement
- if content *could* be interpreted as representing HoD, individuals must seek guidance first

### When Unsure

Ask a Director before posting, commenting, or responding publicly.

## 3. Group Chats and Semi-Public Digital Spaces

Group chats and digital spaces associated with HoD (e.g., WhatsApp, Messenger, Discord, Instagram groups) must uphold the same standards as public communication.

**Individuals Must Not:**

- share internal decisions, discussions, or sensitive information
- disclose backstage or private content
- circulate unapproved operational details
- engage in bullying, gossip, or exclusionary behaviour (cross-refer: Conduct Policy)

**Screenshots**

- group chat content must not be shared elsewhere without explicit permission

**Operational Chats**

- Directors may review operational group chats when necessary for safety, welfare, or safeguarding reasons

## Media & Public Relations

Media coverage and public-facing activities can amplify House of Damnation CIC's impact, support visibility across Cornwall, and strengthen relationships with our communities.

Because this work shapes our public reputation and can carry safety risks, communication must be coordinated, safe, and consistent with organisational values.

This section governs:

- engagement with journalists, broadcasters, influencers, and content creators
- participation in public-facing spaces such as panels, interviews, talks, or community forums
- use of HoD content by external platforms
- safe and supported representation of performers and staff in public

(Crisis-related communication is governed by the Crisis Communication section.

Consent, filming, and representation rules are governed by Digital Content & Consent.)

### 1. Handling Media Enquiries

All enquiries from journalists, broadcasters, influencers, bloggers, podcasters, or content creators must be referred directly to a Director or the Communications Lead (where appointed).

This includes requests for:

- interviews or quotes
- commentary on HoD events or organisational decisions
- information involving safety, safeguarding, complaints, or incidents
- photography, filming, backstage access, or content use
- reactions to controversy, community issues, or public debate

**If an individual is approached directly, they must:**

1. thank the person for their interest

2. decline to comment
3. direct them to a Director
4. notify a Director that the approach occurred

Individuals must not:

- speak “off the record”
- provide informal commentary
- share internal or sensitive information
- speculate or offer personal opinions that could be misinterpreted as organisational

## **2. Giving Interviews, Public Statements, or Commentary**

Only authorised spokespeople (as defined in Responsibilities & Accountability) may represent HoD in any formal or informal media setting.

Before any engagement, Directors will:

- assess the request
- determine whether engagement is appropriate
- agree a clear brief
- approve key messages or talking points
- identify areas that must be avoided or handled sensitively

Talking points must align with:

- organisational values
- safety and safeguarding requirements
- ethical storytelling and consent principles
- accuracy, neutrality, and inclusivity

If a question cannot be answered, the correct response is:

“I’m not able to comment on that at this time.”

## **3. Public Engagement Beyond Media**

This applies to:

- panels, Q&A sessions, guest talks, and community forums
- public workshops or outreach events
- speaking opportunities at Pride, arts events, or partner organisations
- interviews for podcasts, YouTube channels, university projects, or community media

**Individuals representing HoD publicly must:**

- stay within their remit and authority
- use approved information
- avoid sharing internal or sensitive details
- seek guidance beforehand when unsure
- refer unexpected challenging questions back to a Director

Performers acting in their artistic capacity may speak freely about their craft, persona, and creative practice but must not imply organisational authority.

#### **4. Media Presence at HoD Events**

Press, influencers, and content creators attending HoD events must:

- be approved by a Director
- be briefed on event boundaries, venue restrictions, and safety considerations
- follow consent, privacy, and representation rules
- obtain permission before capturing identifiable content

Access may be restricted or revoked where:

- consent is breached
- safety or safeguarding is compromised
- backstage or private areas are accessed without permission
- individuals are placed at risk

#### **5. Providing Photographs, Footage, or Media Assets**

Any photos, footage, or promotional materials shared with external outlets must:

- have clear consent from identifiable individuals

- avoid identifying minors or vulnerable adults
- follow ethical storytelling and representation principles
- avoid revealing backstage layouts, safety routes, or operational details
- credit creators, photographers, and performers appropriately

These rules apply whether HoD provides the content or an outlet requests permission to use existing material.

## **6. Responding to Inaccurate or Harmful Coverage**

Individuals must not respond directly to articles, videos, posts, or commentary involving HoD.

Instead:

- the issue must be escalated to a Director
- a factual, measured organisational response will be issued if appropriate
- corrections, clarifications, or takedown requests may be pursued if necessary

This process ensures responses remain coordinated, safe, and consistent.

(Misinformation on social platforms is handled separately within Crisis Communication.)

## **7. Protection and Support for Performers, Staff, and Volunteers**

HoD is committed to protecting individuals who experience harmful media or public scrutiny.

Support will be offered where individuals face:

- misquotation or misrepresentation
- harassment or targeted online/offline attacks
- photography or filming without consent
- pressure to comment publicly
- sensationalism, distortion, or invasive questioning

Support may include:

- contacting the media outlet

- facilitating corrections or retractions
- reporting harmful content
- issuing organisational public statements
- recording concerns for safeguarding or welfare purposes

The wellbeing and safety of individuals always take priority over publicity or media reach.

## Crisis and Incident Communication

A crisis is any situation where uncontrolled communication could cause harm, increase risk, or undermine trust. This section covers communication only. Operational response is governed by the Safety Policy and Safeguarding Policy.

### 1. When Crisis Communication Applies

A crisis includes situations where accuracy, safety, or dignity could be compromised, including:

- safety or medical incidents
- safeguarding concerns
- allegations of misconduct
- venue closures or operational failures
- serious complaints or community tensions
- hate incidents or targeted harassment
- reputational threats, misinformation, or harmful viral content
- involvement of police or external authorities

If unmanaged communication could cause harm, it is treated as a crisis.

### 2. Who Is Allowed to Communicate

Only:

- **Directors**, or
- **the Communications Lead** (*if explicitly delegated*)

may issue *any* communication on behalf of HoD during a crisis.

Everyone else (performers, volunteers, contractors, partners) must not issue communication connected to the incident in:

- interviews, press statements
- social media posts, comments, replies, stories, lives



- messages to venues or partners
- responses to criticism or misinformation
- screenshots shared externally

All crisis messaging must be approved by a Director before release.

### 3. Temporary Pause on Public Communication

Directors may pause:

- scheduled social posts
- marketing activity
- public announcements
- responses to DMs or comments

to:

- prevent misinformation
- protect individuals
- verify facts
- ensure consistency

Directors will confirm when normal communication can resume.

### 4. Principles of Crisis Communication

All crisis communication must be:

- **Accurate** — based only on verified facts
- **Timely** — released once key information is confirmed
- **Measured** — calm, neutral, not defensive
- **Respectful** — protecting dignity and privacy
- **Clear** — free from jargon or speculation
- **Minimal** — sharing only what is essential
- **Consistent** — using agreed wording across all channels
- **Policy-aligned** — never contradicting Safety or Safeguarding guidance

Approved holding line when details are unknown:

*“We are aware of the situation and are gathering the necessary information. Further updates will be provided as appropriate.”*

## 5. Internal Communication During a Crisis

Internal updates must be:

- brief
- factual
- non-speculative
- consistent with the approved line
- clear about who to contact

Performers and staff should be informed before a public statement unless doing so would delay an urgent safety announcement.

Internal information must *not* be shared externally under any circumstances.

## 6. Managing Public Enquiries and Online Activity

During a crisis:

- all public enquiries must be referred to a Director immediately
- no one may respond to comments, DMs, tags, or posts
- screenshots of harmful content should be escalated privately
- individuals must not:
  - correct misinformation
  - argue publicly
  - “respond personally”
  - engage with hostile content

Coordinated messaging reduces risk and prevents escalation.

## 7. Liaison with External Agencies

Where necessary, Directors may communicate with:

- police or emergency services
- safeguarding authorities
- venue management
- charity regulators
- partner organisations

Communications must be:

- factual
- confidential
- documented
- aligned with legal duties

## **8. Protecting Individuals Involved**

HoD prioritises the wellbeing of:

- those directly affected
- performers or staff under stress
- vulnerable individuals
- anyone experiencing harassment

Support may include:

- reporting abusive content
- advising on online safety
- liaising with authorities or platforms
- ensuring individuals are not named or identified

No individual will be referenced publicly without explicit consent, and usually not even then.

## **9. Post-Incident Communication**

Once the situation stabilises, Directors will:

- determine whether a final public update is required
- review communication handling

- record lessons learned
- update the risk register and organisational learning log
- adjust procedures or training as needed

Post-incident statements must be factual, brief, and approved.

## Ethical Storytelling, Consent and Representation

House of Damnation CIC celebrates lived experience, creativity, and queer culture. The way we tell stories (on stage, online, or in public communication) must protect the dignity, agency, and identity of every individual involved. These principles apply to all forms of narrative, whether visual, written, verbal, or performance-based.

### 1. Informed & Voluntary Consent

Consent must be obtained before sharing any identifiable personal story, quote, image, video, voice clip, drag persona, or lived experience.

Consent must be:

- **Freely given** — never implied, pressured, or assumed
- **Specific** — covering *what* will be used and *where* it will appear
- **Informed** — the individual understands context and audience
- **Reversible** — consent may be withdrawn at any time

Explicit consent is required for:

- Photos and video recordings
- Interviews and personal quotes
- Lived experience narratives or biographical stories
- Promotional spotlight posts or case studies
- Any content involving minors or vulnerable adults

If consent is withdrawn, all content must be removed as soon as reasonably possible.

### 2. Privacy, Identity & Personal Safety

To protect individuals (particularly LGBTQ+ people, performers, and those not publicly out)

HoD will always ensure that communication does *not*:

- Reveal legal names, identities, or personal details without consent
- Out, misgender, or “deadname” anyone

- Disclose someone's drag persona in connection with their legal identity
- Share information about someone's trauma, wellbeing, or history without permission
- Publicly identify individuals in contexts that could expose risk

Safety and identity boundaries override all marketing, publicity, and promotional aims.

### 3. Ethical Use of Lived Experience

Stories shared within queer communities are powerful. HoD commits to:

- Avoiding trauma-mining or framing hardship as entertainment
- Prioritising agency: individuals choose what *they* want to share
- Using strengths-based rather than deficit-based language
- Avoiding sensationalism or triggering detail
- Respecting cultural, spiritual, or heritage stories
- Never asking or incentivising someone to disclose personal experience for organisational gain

We do not use people's pain as content.

### 4. Respectful & Authentic Representation

Representation in HoD communication must:

- Reflect LGBTQ+ diversity without tokenism
- Avoid stereotypes and reductive depictions of queer culture
- Celebrate performers without objectification or exploitation
- Provide context where needed, especially for culturally significant art
- Ensure satire, camp, and humour do not cause harm to identifiable individuals

Drag embraces exaggeration; our communications must embrace responsibility.

### 5. Storytelling Boundaries for Performers & Staff

When sharing content that relates to HoD:

Individuals must NOT:

- Post images, video, or quotes of others without consent

- Share backstage dynamics, private conversations, or “in-jokes” that could embarrass or harm someone
- Disclose personal details or lived experiences that are not their own
- Share rehearsal footage or unpolished drafts without permission

Individuals SHOULD:

- Ask before referencing real people or real experiences in their creative work
- Consider the potential impact of improvisation, storytelling, or audience interaction
- Use sensitivity when blending fantasy, performance, and reality

Creative freedom is essential, but never at someone else’s expense.

## **6. Withdrawal of Consent**

If someone becomes uncomfortable with previously approved content, HoD will:

- Remove or edit the content wherever possible
- Stop any future use immediately
- Record the request appropriately
- Respect the individual’s wishes without question

A person’s dignity always comes first.

## **7. Cultural Responsibility**

When referencing cultural identities, traditions, or histories:

HoD will:

- Ensure accuracy and proper context
- Avoid appropriation or misrepresentation
- Seek guidance when content relates to a culture outside our own experience
- Avoid using cultural elements as costume, caricature, or aesthetic without meaning

We celebrate culture; we do not exploit it.

## Monitoring and Improvement

Communications practice at House of Damnation CIC will be monitored and reviewed regularly to ensure our messaging remains accurate, ethical, accessible, and aligned with our values and community purpose.

### Ongoing Oversight

- The Board of Directors will maintain oversight of all major organisational communications, including public statements, campaigns, digital content, and high-reach announcements.
- The Communications Lead (or designated director) will keep a record of key communications activity, including decisions, approvals, and any identified risks or corrective actions.
- Any issues relating to accuracy, tone, accessibility, or unintentional harm (for example, misrepresentation or identity-based risks) will be logged and reviewed to support learning and improvement.
- Feedback from the community, partners, volunteers, and event attendees — including concerns about clarity, representation, or tone — will be considered as part of ongoing monitoring.

### Continuous Improvement

- We actively seek feedback on our communications to identify barriers, missteps, or opportunities for clearer, safer, and more inclusive messaging.
- Insights from feedback, event debriefs, engagement metrics, and wider LGBTQ+ sector guidance will be used to refine our communication processes over time.
- Where weaknesses or risks are identified, corrective action will be taken promptly, and the impact of those actions will be monitored to ensure they are effective.



- Lessons learned from communications activities will feed into wider organisational learning, including event planning, safeguarding, accessibility, and volunteer development.

Communications are not static; they evolve as our audiences, our platforms, and our communities change. Ongoing reflection and improvement ensure House of Damnation CIC continues to communicate with clarity, authenticity, and care across all its platforms and activities.

## Policy Review

This policy will be reviewed regularly to ensure it remains accurate, practical, and responsive to the needs of House of Damnation CIC and the communities we serve.

- The Board of Directors is responsible for reviewing this policy.
- Reviews will normally take place every two years, or sooner if there are significant organisational changes, developments in best practice, or updates in relevant legislation or regulatory guidance.
- Lessons learned from communications activity, feedback, and monitoring will inform each review cycle.
- Where changes are required, the updated policy will be approved by the Board and communicated to all staff, volunteers, and partners as appropriate.

Regular review ensures our communications remain clear, ethical, accessible, and aligned with our mission and values as we continue to grow and evolve.

## Appendix 1 – Frequently Asked Questions (FAQs)

### 1. Who is allowed to post on House of Damnation CIC's social media accounts?

Only authorised staff or volunteers approved by the Communications Lead or the Board may post on official channels.

### 2. Can volunteers share House of Damnation content on their personal accounts?

Yes — sharing, reposting, and amplifying our public content is welcomed.

However, volunteers should not speak *on behalf of* House of Damnation unless formally asked to.

### 3. What should I do if I spot inaccurate information about HoD online?

Do not reply directly.

Report it to the Communications Lead or a Director, who will decide the safest and most effective response.

### 4. What if a public comment or message feels threatening, discriminatory, or targeted at someone's identity?

Do not engage.

Screenshot it, log the link, and report it immediately to a Director.

If the content suggests risk of harm, follow the Safeguarding Policy.

### 5. Who can respond to press or media enquiries?

Only the designated spokesperson (normally a Director).

Volunteers and performers should not give statements on behalf of HoD unless formally approved.

### 6. Are performers allowed to mention HoD in their own promotional content?

Yes — performers may reference their involvement with HoD, provided they do not imply organisational endorsement of personal views or activities.

### 7. What if I'm unsure whether a post, photo, or story could accidentally disclose someone's identity?

If in doubt, don't post it.

Check with the Communications Lead or a Director.

Consent must always be explicit, informed, and demonstrable.

#### **8. Can I remove a comment on our social channels?**

Yes, if it:

- contains hate speech or identity-based harm
- violates platform rules
- risks outing or exposing someone
- is spam or clearly malicious

If unsure, seek advice before acting.

#### **9. How do I report a communications concern?**

Speak to the Communications Lead or any Director.

Concerns can be raised anonymously if needed.

#### **10. Does this policy apply to messaging during events?**

Yes — event announcements, photography, videography, and livestreaming are part of our communications activity and must follow the same principles of accuracy, consent, and inclusion.

## Appendix 2 – Useful Resources

| Category                              | Organisation / Service                                       | Contact Information                | Notes                                         |
|---------------------------------------|--------------------------------------------------------------|------------------------------------|-----------------------------------------------|
| <b>Emergency</b>                      | Police / Ambulance / Fire                                    | 999                                | Immediate danger or threat to life            |
| <b>Local Safeguarding Partnership</b> | Cornwall & Isles of Scilly Safeguarding Adults Board         | Safeguardingadults cornwall.org.uk | For adult safeguarding referrals and guidance |
|                                       | Cornwall & Isles of Scilly Safeguarding Children Partnership | Ciossafeguarding.org.uk            | For child safeguarding concerns               |
| <b>Modern Slavery / Exploitation</b>  | Modern Slavery Helpline                                      | 08000 121 700                      | 24 hours, confidential                        |
| <b>Domestic &amp; Sexual Abuse</b>    | Safer Futures (Cornwall)                                     | 0300 777 4 777                     | Local support for anyone affected             |
| <b>Mental Health / Crisis</b>         | Cornwall Mental Health Helpline                              | 08000 385 300                      | 24 hours, NHS Supported                       |
| <b>LGBTQ+ Specific</b>                | Galop                                                        | 0800 999 5248                      | National LGBTQ+ domestic abuse helpline       |
|                                       | Switchboard LGBT+ Helpline                                   | 08000 119 100                      | 10am-10pm daily                               |
| <b>Substance Misuse</b>               | With You Cornwall                                            | 0333 999 3039                      | Drug and Alcohol support                      |
| <b>General Advice / Advocacy</b>      | Citizens Advice Cornwall                                     | 0800 144 8848                      | Independent advice on rights and welfare      |

## Appendix 3 – Version Control

| Version | Date     | Author            | Approver  | Summary of Changes | Next Review |
|---------|----------|-------------------|-----------|--------------------|-------------|
| 1.0     | Dec 2024 | Managing Director | HoD Board | Document Created   | Dec 2025    |

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