



The British Toxicology Society: Communications Strategy

Personal Privacy

All communications from the BTS will be compliant with the General Data Protection Regulation (GDPR). In order to ensure appropriateness of content and timing, and compliance with GDPR, all email communications to the BTS membership will be sent from the administrative support group via the General Secretary of the BTS.

Communication Goals

In line with its charitable purpose to 'Promote and Advance Education in the Science of Toxicology for Public Benefit', the BTS will use a variety of means to keep its membership updated with the latest advances in the field of toxicology and to provide a platform to discuss and share good practices in the discipline of toxicology. It will also strive to inform and educate the general public on toxicological issues with import for public and environmental health and, where possible, contribute opinion when public policy documents of relevance to the discipline of toxicology are open for consultation.

Responsibilities

The BTS Executive Committee has overarching responsibility for this communication strategy but operational responsibility for its delivery rests primarily with the Communications Subcommittee, but also, for specific activities, with the BTS NewsFeed Editorial Team and the Public Communications Steering Team (PCST). To ensure coherence in delivery of this communication strategy, the chair of the CSC will be an elected, or co-opted, member of the BTS Executive Committee. The CSC will also have at least one representative on the Public Communications Steering Team and on the NewsFeed Editorial Team, and one representative co-opted to the Education, Training and Career Development Subcommittee of the BTS.

The key components of, and responsibilities for, the communication strategy are:

1. The major platform for information relating to activities of the BTS, dissemination of principles of toxicology, educational aspects associated with toxicology and the interface between the BTS and the public is the society [website](#). The CSC has principal responsibility

for reviewing information on the website, and, when required, advising those responsible for content to update it or remove it.

2. Direct communication with the membership of the society is primarily via email.
3. Regular updates providing news about the BTS and its members, changing practices and information relating to the profession of toxicology, and other news and information of potential interest to the membership is provided by email in a BTS NewsFeed. The BTS NewsFeed Editorial Team is responsible for content and the publication schedule.
4. The BTS also makes appropriate use of social media as a route for rapid communication to all of its activities, dissemination of key aspects and advances in the toxicology field, and provision of an internal discussion forum. The CSC are responsible for managing and maintaining the society twitter [account](#) and the BTS LinkedIn Group.
5. The BTS Ambassador scheme is designed to deliver and promote the Society's vision and objectives for the science of toxicology to both members and non-members within a regional locality, through provision of a point of contact and local organiser of activities. The CSC coordinates and supports the BTS ambassador scheme, with responsibility for recruiting and maintaining an active network of ambassadors, developing and identifying opportunities for ambassador activities, and managing the budgets allocated to this scheme by the BTS executive committee.
6. As part of its Public Communications Strategy, the PCST commissions short articles (Position Statements) for publication on the BTS website. The PCST also seeks to respond to opportunities to contribute input to consultations on public policy documents pertaining to relevant scientific topics.

This strategy will be reviewed periodically and as a minimum every two years by the CSC.

Approved by Executive Committee, April 2020