

Guide to Ethical Communication



Communications Team
2023

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Purpose

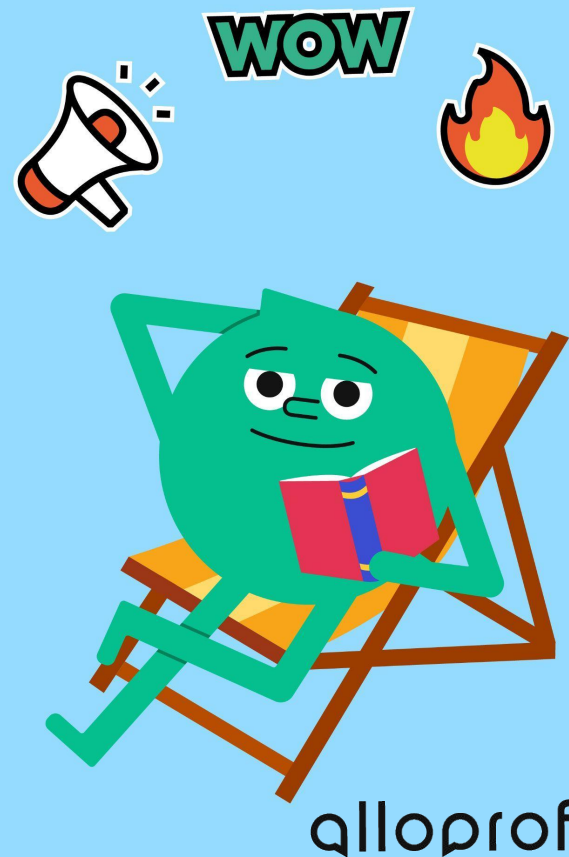
Alloprof's mission is to help students in Quebec turn their academic challenges into successes with free, professional, and inspiring services.

Given its educational mission and values of engagement, fun, and innovation, it's important for Alloprof to act as an agent of positive social change and implement best practices in every aspect of its operations.

With this in mind, Alloprof wishes to establish a set of guidelines and objectives to ensure that the organization's communications reflect its values and remain in step with the times.

Topics Covered in This Guide

- Values and image
- Accessibility
- Dissemination of tools
- Privacy
- Ad spend
- Choosing vendors
- Environmental protection



Scope

This guide and the guidelines set out herein apply to all external communications tools produced by Alloprof.

These include:

- Digital advertisements
- Print media advertisements
- Social media posts
- Advertisements in traditional and specialized media
- Articles, columns, videos, and any other type of content posted on the Alloprof website for promotional purposes
- Digital and print promotional materials
- Newsletters
- Slogans
- Etc.

Alloprof also undertakes to ensure, to the extent possible, that third parties producing such communications respect these guidelines, though it may make exceptions when it deems appropriate.



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Values and Image

As Alloprof works mainly with elementary and high school students, it is important that the organization's messaging convey a **resolutely positive outlook**. We also endeavour to promote the following values:

Connection

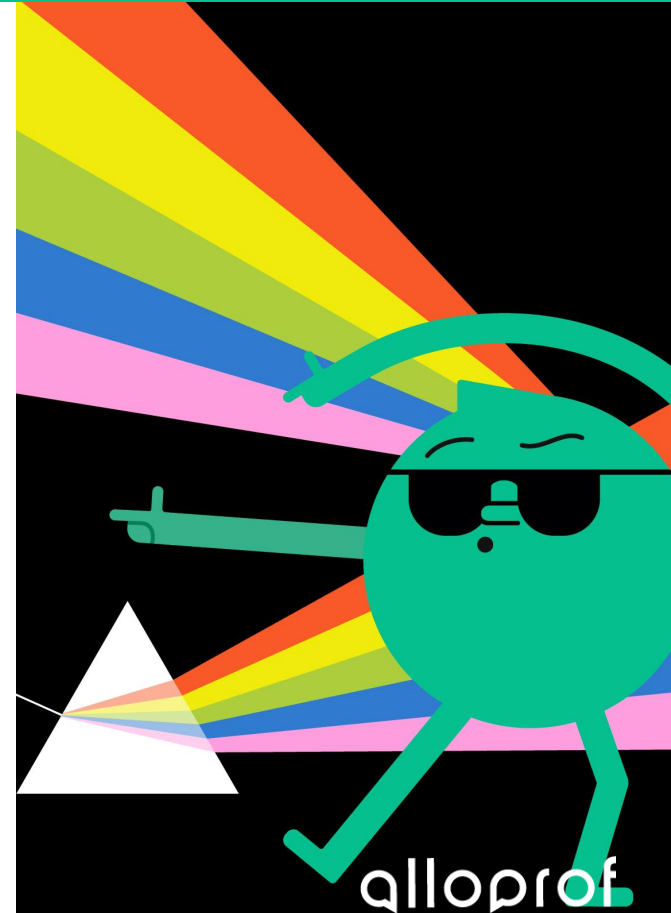
We want to show our audiences that we understand their lives and make sure we deliver messages that resonate with them. Alloprof reserves the right, where appropriate, to use language, visuals, emojis, and slogans that speak to them and are representative of their reality.

Kindness and Empathy

Our educational interactions and communications are always non-judgmental and present positive and encouraging ways of supporting a student towards academic success.

Diversity and Inclusivity

Our communications, content, and images must represent diversity in terms of age, education level, sexual orientation, parenting status or responsibilities, religion, disability, language, "race," ethnic origin, culture, and socio-economic status. Moreover, Alloprof strongly recommends the use of gender-inclusive language, which does not favour one gender over another.



Values and Image (Cont.)

Altruism

Alloprof's communications are based on the idea of providing help in a specific area and guiding and accompanying students, parents, and education specialists without telling them what to do.

Openness

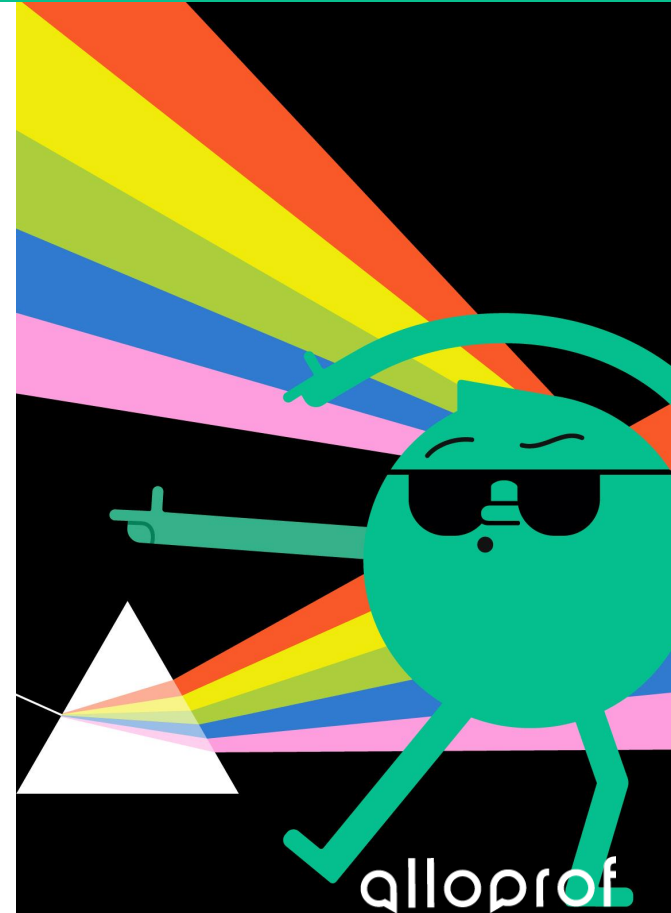
The Alloprof team is receptive to comments, critiques, and other respectful feedback that helps us improve and offer tools and solutions that can be used in a variety of situations.

Humility

Alloprof never expects students to be perfect, and although the quality of its content is a priority, Alloprof doesn't claim to be perfect either, but simply to do its best. In the event of an error, the organization is ready to admit wrongdoing, correct mistakes, and even be self-deprecating. The organization is also aware that it cannot have all the answers.

Quality and Relevance

Alloprof is committed to providing content that has been reviewed for pedagogical, linguistic, and visual accuracy, in order to offer tools that are reliable and relevant to its audiences.

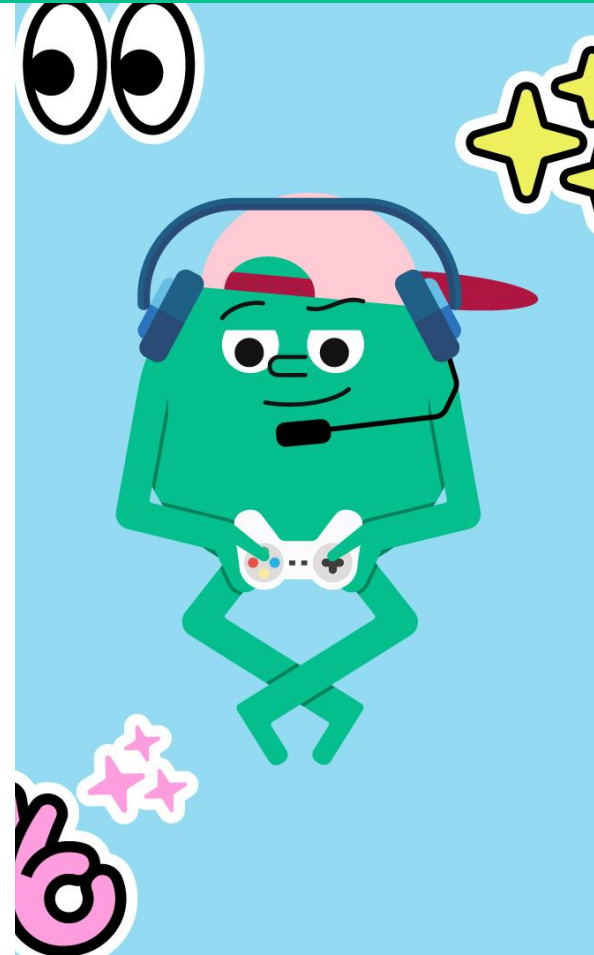


Accessibility

Alloprof's tools are often intended to be used by students who have learning difficulties or who are at risk. Therefore, it is important for the organization to design its tools with accessibility in mind, so that they can be used by as many people as possible. Alloprof's content will always follow the four fundamental principles of accessibility recognized by the United Nations: being perceivable, being operable, being understandable, and being robust.

For example, for its tools, this might include:

- Avoiding sensory overload
- Avoiding complex language and simplifying texts and their presentation as much as possible
- Using subtitles whenever possible
- Letting users choose their means of communication
- Choosing high-contrast colours and larger font sizes
- Etc.



Dissemination and Public Relations

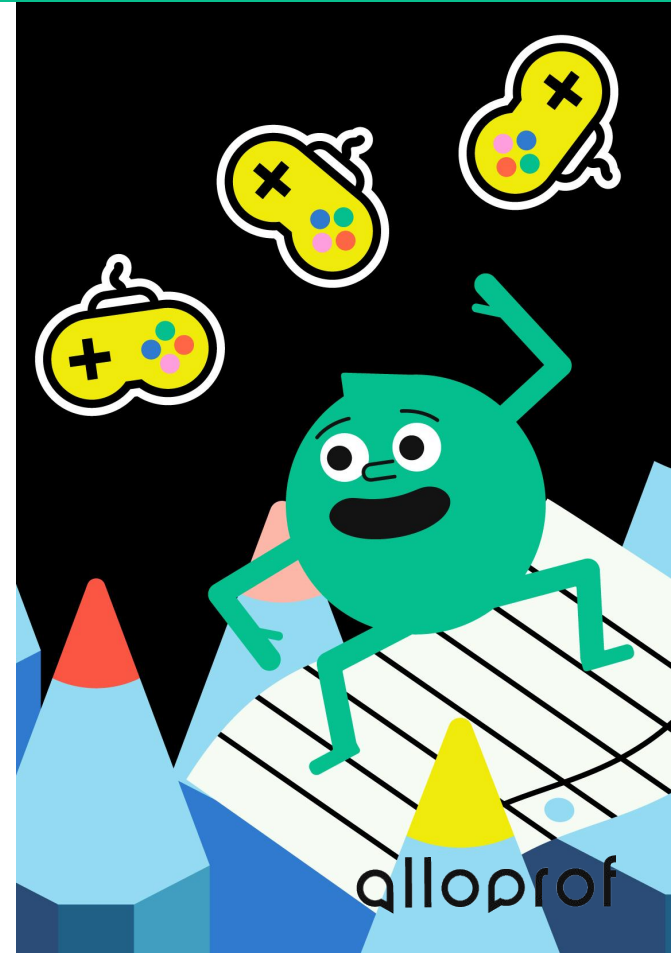
In line with our values of relevance, kindness, and altruism, Alloprof's communications activities are designed to reach the right target audiences, without being invasive.

The team takes certain steps to minimize any negative impacts:

- Producing different newsletters for different audiences: students, parents, teachers, etc.
- Adjusting newsletter frequency based on regular surveys and subscriber feedback.
- Avoiding frequent repetitions of the same ad.
- Avoiding unsolicited mailings of physical promotional materials and only sending materials on request.

To ensure we maintain a positive relationship with the public, we will monitor the following indicators:

- **Newsletter churn rate:** stays below 0.2%
- **User satisfaction rate:** stays above 90%

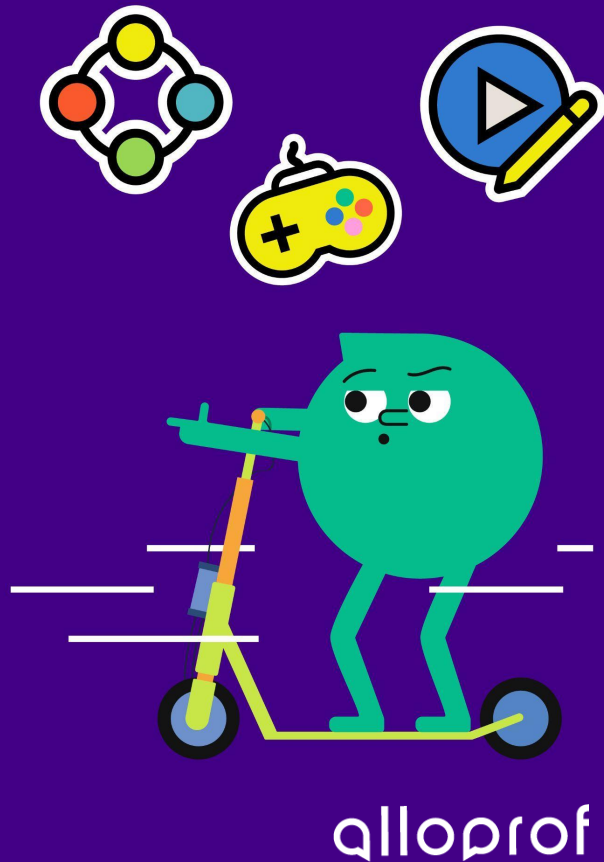


Privacy

As our services are mainly aimed at minors, Alloprof takes the protection of its users' personal information very seriously and has taken all possible measures to keep such information secure.

Specifically, Alloprof:

- Complies with all provisions of Bill 25 (An Act to Modernize Legislative Provisions as Regards the Protection of Personal Information)
- Requires only a minimum of information when creating an account or entering a contest to ensure that the student is not identifiable
- Avoids using minors for promotional tools
- Does not ask students to take photos/videos of themselves to participate in communication campaigns
- Removes or hides comments on its platforms that may identify certain individuals or contain sensitive information
- Destroys personal information once the purpose for which it was collected has been fulfilled
- Etc.

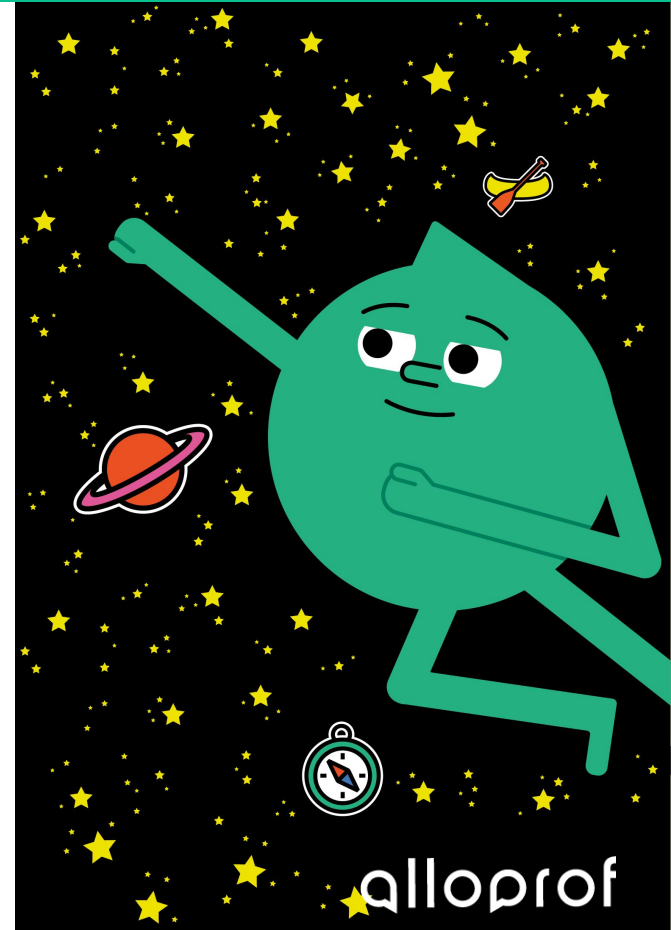


Ad Spend

As a charity with a limited advertising budget, Alloprof must be especially careful to reach as many people as possible with every dollar spent. That said, the organization is aware that the most cost-effective advertising platforms may not have the best reputations.

When choosing where to invest its advertising dollars, Alloprof undertakes to:

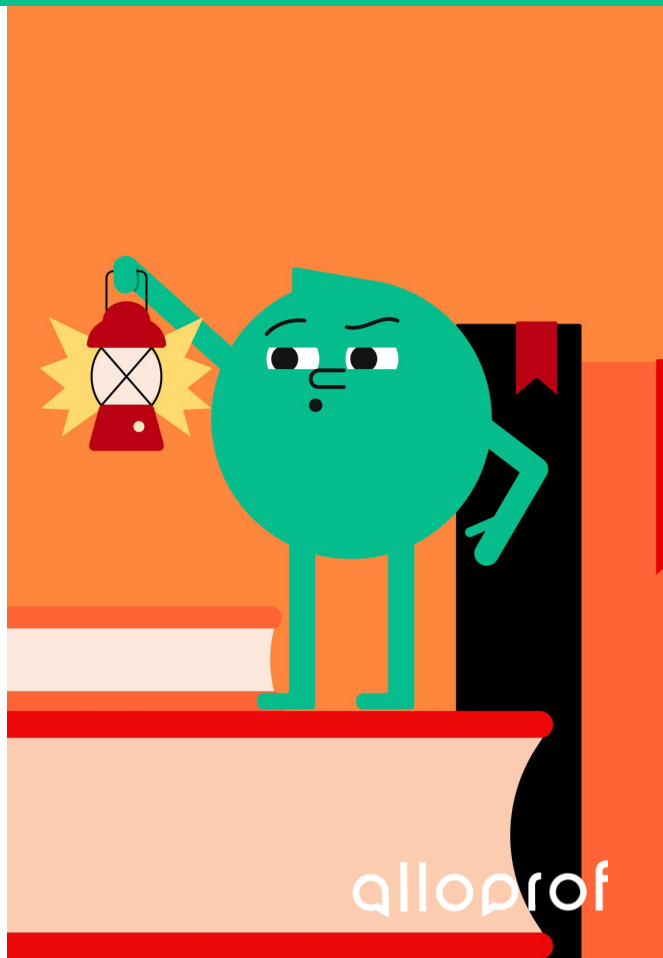
- Attempt to obtain **25%** of the value of its ad spend for free
- Give preference to media platforms that offer **advertising rates for non-profits** or offer free advertising to Alloprof
- Invest more than **10%** of its advertising budgets with Quebec-based media platforms or organizations



Choosing Vendors

When Alloprof needs to work with vendors that provide various services (e.g., creation of multimedia tools, strategy, consulting, printing, development of promotional tools), the organization will take into account factors other than expertise and rates when making its choice.

- Give preference to vendors who offer **rates for non-profits** or who offer to do their work or a portion of their work **pro bono**, as a show of support for Alloprof's mission
- Work with vendors that are **based in Quebec**
- Give preference to vendors whose working language is **French**, unless the work is to be carried out in English
- Give preference to vendors that are **socially involved** and have **environmentally responsible practices**



Environmental Protection

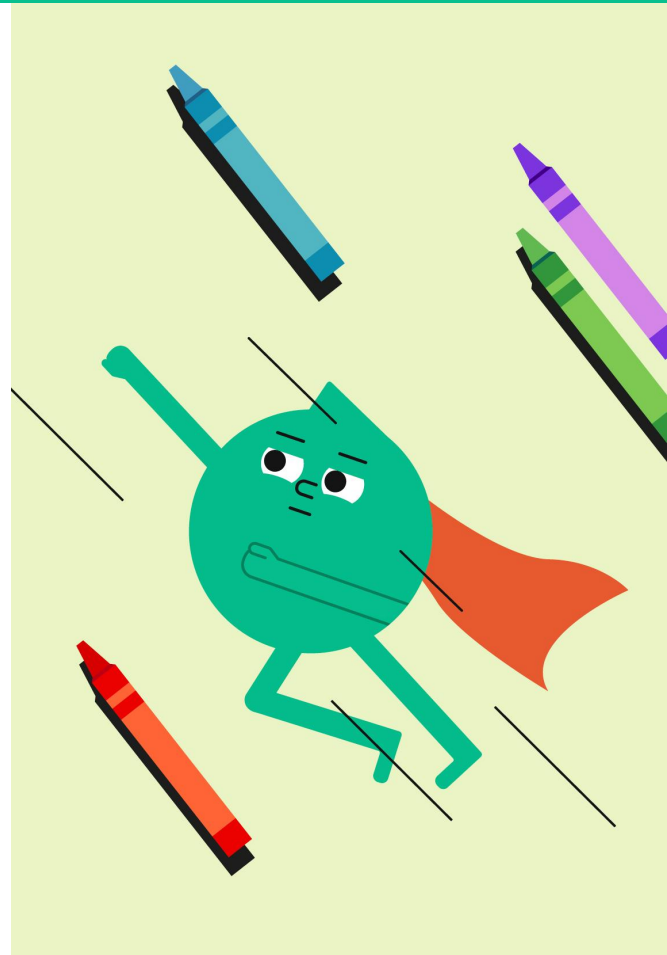
Alloprof is committed to protecting the environment, and this is reflected in the communications it produces.

When creating printable tools, Alloprof makes sure to:

- Minimize the number of pages that need to be printed for each tool
- Offer tools that can be used online whenever possible
- Avoid using coloured backgrounds and limit solid shapes to minimize ink consumption

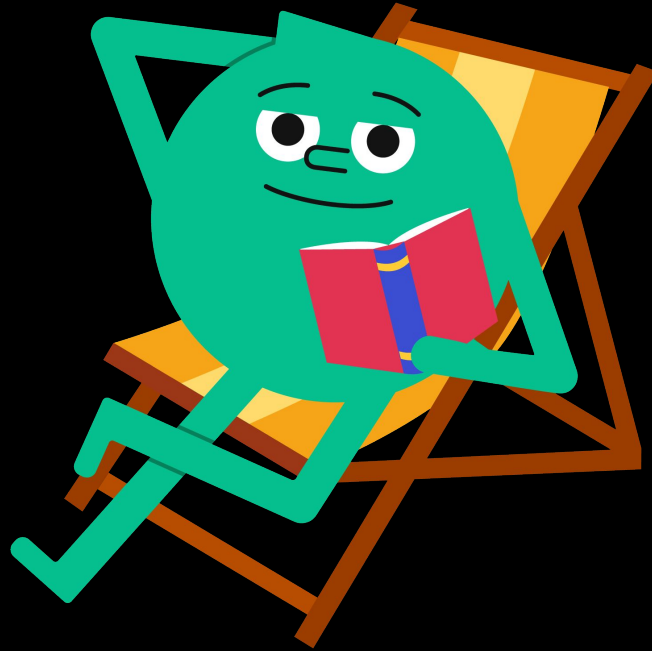
When printing or creating promotional materials through an external vendor, Alloprof makes sure to give priority to:

- Media that contain recycled content and are recyclable
- Tools created in Québec
- Tools that are durable and sturdy and that will stand the test of time
- Tools that are relevant and bring real added value to the target audience, to avoid waste



Questions?

Get in touch with the
communications team!



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