

Corresponding with IOSH Business Rule



Introduction

IOSH has many stakeholders and corresponds with a lot of people. Most people wish IOSH success and want to be supportive of the Institution and what it stands for. However, it is inevitable that IOSH will be criticised because we don't meet the needs of everybody who wishes to engage with us, we don't do what we said we would do or because there are any number of other factors at play.

Purpose

The Corresponding with IOSH Business Rule sets out how we will deal with correspondents and the stance we will take in relation to how people choose to engage with us. This business rule is designed to provide IOSH staff and correspondents with some clearly articulated boundaries to help to better manage behaviours.

The business rule is publicly available, allowing potential correspondents the opportunity to understand how best to interact with IOSH before they 'put pen to paper'.

Scope

The business rule sets out what we find acceptable in correspondence and what would cause concern.

It acknowledges that there are correspondence approaches that we may wish to challenge for their poor behaviours and sets out the likely action that we will take in either case.

The business rule also sets out our tolerance towards inappropriate behaviour or language used by correspondents, and the potential resolutions that are available to us to help people to manage their approaches.

Roles and responsibilities

Head of Customer Service and Experience – Business Rule Owner

IOSH Staff – Business Rule User

IOSH Communications Team – Business Rule consultee

Any correspondent – Business Rule Subject

Tolerance

IOSH exists to deliver the Charitable Objects, as set out in the Royal Charter, and to deliver the vision of making the world of work safer and healthier.

Because our vision is shared by our many thousands of members and impacts on many millions more in the workplace, passions can run high on topics and on the direction of travel the Institution takes, particularly if they do not align with the personal beliefs of an individual.

This can cause some negative behaviours, often manifested in the way people choose to communicate with us, particularly in writing.

We expect all people to engage with us in a professional and business-like way, being respectful and courteous and acknowledging that sometimes opinions may differ.

Where correspondents fail to live up to those principles, IOSH reserves the right to apply sanctions to them. In the most serious cases, IOSH can exclude a person from membership, cancel training licences or seek legal redress.

Version 2	Corresponding with IOSH	CWIBR01	Page 1 of 4
<i>Printed copies of this document may not be the latest version. Please refer to the IOSH Website for the latest updates.</i>			

Defining 'good' behaviours

To ensure that correspondents understand what is and isn't acceptable, the following definition of a 'good correspondent' describes the behaviours anyone wishing to correspond with IOSH should adopt:

A good correspondent is someone who:

- Is able to put across their point in a constructive and reasonable way:
 - o providing or seeking facts
 - o avoiding opinions or uncorroborated sources
 - o avoiding personal attacks
 - o being satisfied with the answer given and accepting that they may not share the same world view as others
- Does not pursue an issue if a reasonable and evidence-based or final response has been provided
- Maintains positive language and demeanour throughout
- Does not bring themselves, others or their profession into disrepute

Where people fall short of these benchmark behaviours, IOSH will choose which sanctions to apply to them.

Setting expectations

The following section sets out clearly what action IOSH will take, based on the approach of the correspondent.

Good brand communications, public relations, reputation management and social media management practice holds that we should have clear statements of expectations regarding behaviour in all our codes and contracts, and we display these where there is an option within each of our communication platforms.

Setting these expectations allows all correspondents to 'own' the way they choose to interact and explains how IOSH may choose to respond to them.

Comment Type	Response of IOSH	Potential outcome
Supportive of IOSH	Positive engagement and affirmation of approach taken by customer	Positive feedback shared openly and, if appropriate, publicly.
Questioning IOSH (without implied criticism)	All direct questions will be answered in a timely and open manner, where appropriate (as determined by IOSH) with thanks for the way and tone with which the question was posed.	Others will be able to engage in the conversation in an informed way. Positive feedback is shared.
Opinion based criticism at odds with an IOSH position	Depending on the topic and the tone taken, we will invite a private conversation to understand the position and what has informed it.	If the criticism is public, the response may be public if we feel it worth sharing to ensure future correspondents are informed by facts.
Entrenched and persistently negative or confrontational position maintained despite attempts at rational debate	Depending on the topic and the tone taken, we will invite a private conversation to understand the position and what has informed it. If this approach is unsuccessful, or if the behaviour persists (or worsens), further sanctions as described within the Unreasonably Persistent and Vexatious People Business Rule may be applied.	Should the behaviours continue to fall short of the definition of a good correspondent, the individual behaviours may be called out publicly.

Abusive / Libellous / immediately damaging to IOSH reputation	Zero tolerance. IOSH will launch an immediate investigation into the comments made and will impose sanctions upon the individual.	The outcome of any investigation may be made public to protect IOSH's reputation.
---	---	---

Communication channels

We will apply the above standards across all of our communication channels to ensure that there is a consistent experience and set of expectations.

However, the majority of the poor behaviours that we experience are written, usually in e-mails or on public or semi-public forums.

The following channels are being monitored, to ensure the standard of communication is maintained as set out in the 'Good Behaviours' section:

Public / semi-public / broadcast

- LinkedIn
- Facebook
- Twitter
- YouTube
- IOSH Forums
- Yammer
- Traditional media

Private

- Responses to consultations (surveys)
- Unsolicited E-mails
- Unsolicited Letters
- Complaints

Making a complaint

Should an individual feel they have been unfairly treated, then they may raise a complaint with IOSH. There are a number of complaints routes to follow, depending on the nature of the concern. These are available on the IOSH website.

Persistent poor behaviour

Should a correspondent continue to display poor behaviours, despite being aware of the expectations as set out in this document, then they can be referred through the Managing Unreasonably Persistent or Vexatious People Business Rule available on the website.

Review

This business rule is subject to annual review each December.

Version Control

V	Last amended	Author	Reason for amendment	Review date
1	10 th Dec 2020	MR	First draft	
2	12 th Jan 2021	MR	Post SLT review	

Business rule document information

Version 2	Corresponding with IOSH	CWIBR01	Page 3 of 4
<i>Printed copies of this document may not be the latest version. Please refer to the IOSH Website for the latest updates.</i>			

Business rule owner	Head of Customer Service and Experience	Business rule contact	Matt Rockley
Related operational policies	Managing Unreasonably Persistent and Vexatious People Business Rule IOSH Complaints Business Rule IOSH Code of Conduct IOSH Volunteer Code of Behaviour		
Relevant legislation and standards			