



COMMUNICATION AND MEDIA POLICY

Kabalega Foundation values effective communication as a tool for promoting transparency, strengthening relationships with stakeholders, and supporting the achievement of its mission and objectives. This **Communications and Media Policy** is designed to provide clear guidelines on how communication is managed within the organization, as well as with the public, media, and other external stakeholders.

1. Purpose

The purpose of this policy is to:

- Provide a framework for managing internal and external communications.
- Ensure consistent and accurate messaging across all communication channels.
- Promote the Foundation's values, mission, and programs effectively and responsibly.
- Protect the Foundation's reputation by ensuring that all communications are professional and in line with legal and ethical standards.
- Outline the procedures for engaging with media and responding to media inquiries.

2. Scope

This policy applies to:

- All employees, volunteers, and contractors of Kabalega Foundation.
- All communication materials, including emails, press releases, social media posts, publications, and presentations.
- All external communications with stakeholders, including donors, partners, beneficiaries, government bodies, the general public, and the media.

3. Key Principles of Communication

The following principles will guide all communication at Kabalega Foundation:

- **Clarity and Accuracy:** All communications should be clear, accurate, and truthful. Avoiding misleading or ambiguous statements is essential for maintaining trust and credibility.
- **Consistency:** Messaging should be consistent across all communication channels. All written, verbal, and visual materials should reflect the Foundation's core values, mission, and goals.
- **Transparency:** Open and honest communication fosters trust and strengthens relationships. The Foundation will ensure that key information is accessible to stakeholders and that any issues are addressed in a timely and transparent manner.
- **Respect and Sensitivity:** Communications should be respectful and culturally sensitive, taking into account the diversity of the Foundation's stakeholders. All individuals should be treated with dignity and respect.

- **Confidentiality:** Sensitive information, whether personal, financial, or strategic, should be handled with care, ensuring that confidentiality is maintained where necessary.

4. Internal Communication

Effective internal communication is essential for a cohesive and productive work environment. Kabalega Foundation will:

- Use a variety of channels, such as emails, newsletters, meetings, and collaboration tools, to keep employees and volunteers informed about organizational updates, policies, and events.
- Ensure that all staff members are informed of the Foundation's key messages, projects, and initiatives so that they can communicate them confidently with external stakeholders.
- Foster an open environment where feedback and ideas can be shared freely, contributing to a culture of transparency and collaboration.

5. External Communication

External communication refers to any communication directed at individuals or organizations outside the Foundation, including donors, partners, the public, and the media. The Foundation will:

- Ensure that all external communication is aligned with the Foundation's mission and values, and that it reflects a professional image.
- Engage with external stakeholders in a way that is respectful, transparent, and informative.
- Ensure that any external communications regarding the Foundation's work, progress, or achievements are accurate and appropriately communicated.

6. Media Engagement and Public Relations

The Foundation recognizes the important role the media plays in shaping public perception and disseminating information. The following guidelines will govern engagement with the media:

- **Authorized Spokespeople:** Only designated spokespersons, such as the Executive Director, Communications Officer, or other senior leaders, are authorized to speak on behalf of the Foundation with the media. These individuals will be trained in media relations and communication techniques.
- **Press Releases and Statements:** Press releases, statements, or any formal media communications must be approved by the Foundation's Communications Department or authorized spokesperson before being issued. All press releases will be factual, concise, and aligned with the Foundation's messaging.
- **Media Inquiries:** Any media inquiries or requests for interviews must be directed to the designated spokesperson. All inquiries should be handled promptly, and responses should be clear and consistent with the Foundation's objectives and values.
- **Crisis Communication:** In the event of a crisis or sensitive issue, the Foundation will develop a crisis communication plan to manage how the issue is communicated. A designated spokesperson will lead the communication, ensuring the message is consistent, timely, and sensitive to the situation.
- **Press Conferences and Public Appearances:** Any decision to hold a press conference or to participate in public events on behalf of the Foundation must be

approved by the Communications Department or senior leadership. The spokesperson will be briefed on the Foundation's key messages and objectives for the event.

7. Social Media and Digital Communication

Social media and digital platforms are an essential tool for the Foundation to connect with a broad audience. The Foundation will:

- **Official Social Media Accounts:** The Foundation will maintain official social media accounts (e.g., Facebook, Twitter, LinkedIn, Instagram) for sharing information about its programs, updates, and events. All posts will align with the Foundation's mission, values, and public image.
- **Content Guidelines:** Content shared on social media will be accurate, respectful, and culturally sensitive. Social media posts should reflect the Foundation's commitment to diversity and inclusion and avoid promoting any discriminatory content.
- **Engagement with Followers:** The Foundation encourages engagement with its followers on social media, including responding to comments, messages, and inquiries in a timely and professional manner. However, all interactions should maintain a tone of respect and professionalism.
- **Personal Social Media Use:** Employees and volunteers should be mindful of their social media presence, especially when discussing the Foundation's work. While personal views may be expressed on personal social media accounts, they should not be presented as representing the views of Kabalega Foundation unless authorized.

8. Visual and Written Communication

All written and visual materials produced by the Foundation, including brochures, reports, websites, and promotional materials, must adhere to the following standards:

- **Branding:** All materials must adhere to the Foundation's branding guidelines, including logo usage, color schemes, and fonts. Consistent branding ensures that the Foundation presents a professional and unified image.
- **Tone of Voice:** Written communications should reflect the Foundation's values of professionalism, respect, and inclusivity. The tone should be clear, accessible, and appropriate for the intended audience.
- **Approval Process:** All major external communications, including printed publications, digital media content, and press releases, must undergo an approval process. This ensures that the messaging aligns with the Foundation's goals, brand, and policies.

9. Confidentiality and Privacy

Kabalega Foundation is committed to protecting the privacy of individuals and the confidentiality of sensitive information. All communications, both internal and external, must adhere to the following:

- **Confidential Information:** Sensitive or confidential information, including personal data of beneficiaries, staff, and partners, should not be shared without explicit consent or legal authorization.
- **Data Protection:** Any data collected during communications or through digital platforms must be handled in accordance with the Foundation's Data Protection and Privacy Policy.

10. Monitoring and Evaluation

The Foundation will regularly assess the effectiveness of its communication efforts by:

- **Feedback Mechanisms:** Gathering feedback from employees, partners, donors, and other stakeholders about the clarity and effectiveness of the Foundation's communications.
- **Media Coverage:** Monitoring media coverage of the Foundation's activities to assess public perception and identify opportunities for improvement.
- **Communication Metrics:** Analyzing social media engagement, website traffic, and other digital communications metrics to gauge the reach and impact of external messaging.

11. Policy Review and Updates

This **Communications and Media Policy** will be reviewed annually to ensure it remains relevant and effective in guiding the Foundation's communication practices. Any changes will be communicated to all staff, volunteers, and relevant stakeholders.

Contact Information

For more information about this **Communications and Media Policy**, or to make a media inquiry, please contact:

Communications Officer

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Signed:



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Executive Chairperson