



**YOUTH FOR INTEGRITY BUILDING ORGANIZATION**



**JULY 2023.**



## PREAMBLE

This communication policy aims to establish a framework that promotes open dialogue, collaboration, and the exchange of ideas among our members, partners, and stakeholders. It is designed to ensure that our communication channels are utilized responsibly, ethically, and in alignment with our organization's values and goals.

We understand that effective communication is not just about disseminating information but also about active listening and understanding. Therefore, this policy encourages all members of YIB to engage in respectful and constructive conversations, valuing diverse perspectives and promoting inclusivity.

Through this policy, we aim to provide clear guidelines on the appropriate use of various communication channels, including but not limited to email, social media platforms, newsletters, and internal messaging systems. We believe that by adhering to these guidelines, we can enhance the quality and efficiency of our communication efforts, thereby strengthening our overall impact.

Furthermore, this policy emphasizes the importance of confidentiality and data protection, ensuring that sensitive information is handled with the utmost care and in compliance with relevant laws and regulations. We take the privacy and security of our members seriously, and this policy serves as a commitment to maintaining their trust and safeguarding their personal information.

We encourage all members of YIB to familiarize themselves with this communication policy and actively abide by its principles. By doing so, we can create a culture of effective communication that fosters collaboration, innovation, and growth within our organization.

We are confident that with this communication policy in place, YIB will continue to thrive as a vibrant community of changemakers who are dedicated to making a positive impact in the world. Thank you for your commitment to upholding the values and principles outlined in this policy.



Executive Director,  
Youth For Integrity Building (YIB).



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## 1. INTRODUCTION

1.1. **Youth For Integrity Building (YIB) Overview:** YIB is a community based organization established under the Community Groups Registration Act No. 30 of 2022.

1.2. **YIB organization Mission:** To empower young people with the knowledge, skills, and resources to become lead agents of change in promoting integrity, ethical leadership and social justice.

1.3. **YIB organization vision:** To build a world in which all individuals and communities have the tools and resources they need to sustainably thrive, and where integrity, democracy, and social justice are valued and promoted.

1.4. YIB is committed to enhancing the clear communication with its employees (paid or volunteers), and stakeholders.

## 2. PURPOSE

The purpose of the Youth for Integrity Building (YIB) communication policy is to establish guidelines and principles for effective communication within the organization. This policy aims to promote clear, consistent, and transparent communication practices that align with YIB's mission, values, and objectives.

## 3. SCOPE

This communication policy applies to all individuals associated with YIB, including employees, volunteers, members, participants, and any other stakeholders involved in the organization's activities. It encompasses both internal communication among YIB team members and external communication with partners, donors, beneficiaries, and the general public.

## 5. DEFINITION OF TERMS

- a. **Communication** - The process of exchanging information, ideas, and messages between individuals or groups through various mediums such as speaking, writing, or visual representation.
- b. **Stakeholders** - Individuals or groups who have an interest or are affected by the activities, decisions, or outcomes of an organization. This can include employees, customers, investors, partners, and the wider community.
- c. **Social media** - Online platforms and websites that allow users to create, share, and interact with content, such as Facebook, Instagram, Twitter, and LinkedIn.
- d. **Brand** - A unique and recognizable identity or image associated with a product, service, or organization. It represents the overall perception and reputation of the entity in the minds of consumers.
- e. **Brand identity** - The visual and verbal elements that contribute to the overall brand image, including the logo, typography, color palette, imagery, and tone of voice.
- f. **Typography** - The style, arrangement, and appearance of printed or digital text. It includes font selection, size, spacing, and formatting.
- g. **Palette** - A range of colors selected for use in visual design. It can include primary colors, secondary colors, and complementary colors that are used consistently to represent a brand or organization.



- h. **Logo** - A unique and identifiable graphic symbol or mark that represents a brand or organization. It is often used to visually represent the brand and create recognition.
- i. **Imagery** - Visual elements, such as illustrations or graphics, used to enhance communication and convey messages. It can include photographs, illustrations, icons, or other visual representations.
- j. **Photography** - The art or practice of capturing and creating images through the use of a camera. It is often used to visually represent people, products, or events in a professional and aesthetically pleasing manner.
- i. **Stewardship** - The careful and responsible management of something entrusted to one's care.

*A color palette is the full range of colors that a brand sets as their identity.*

## 6. OBJECTIVES OF THIS POLICY.

The objectives of YIB Communication policy include:

- 6.1. To ensure that communication within YIB is clear, consistent, and aligned with the organization's vision, mission, and values.
- 6.2. To promote transparency and accountability in all communication practices.
- 6.3. To actively engage with YIB stakeholders, including employees, volunteers, partners, donors, beneficiaries, and the public.
- 6.4. To protect and enhance YIB's brand and image through effective communication.
- 6.5. To ensure that communication is accessible and inclusive to all individuals, regardless of their abilities, language, or cultural background.
- 6.6. To establish protocols and guidelines for communication during times of crisis or emergencies.
- 6.8. To continuously evaluate and improve communication practices within YIB.

## 7. POLICY STATEMENT

At Youth for Integrity Building (YIB), we recognize the importance of effective communication in achieving our mission of promoting integrity and empowering youth. Our communication policy is designed to guide our communication practices, ensuring clarity, transparency, and engagement with all stakeholders. We are committed to fostering open and inclusive communication channels that reflect our values and objectives.

## 8. PRINCIPLES.

- a. We strive for clear and consistent communication, using language that is easily understood by all stakeholders. We ensure that our messages align with our mission, vision, and values.
- b. We are committed to transparent and accountable communication. We provide accurate and timely information, take responsibility for our messages, and address any concerns or feedback promptly.
- c. We actively engage with our stakeholders, encouraging their participation, feedback, and collaboration. We value diverse perspectives and foster open communication channels to ensure their voices are heard.



d. We protect and enhance our brand and image through consistent communication practices. We adhere to our brand guidelines, maintain a professional tone, and ensure that all communication materials reflect our values and objectives.

e. We strive to make our communication accessible and inclusive to all individuals. We provide information in multiple formats, use plain language, and consider the needs of individuals with disabilities, language barriers, and diverse cultural backgrounds.

## **9. ROLES AND RESPONSIBILITIES.**

### **9.1. Board and Executive Director**

- i. Overall responsibility for ensuring the effective implementation of the communication policy.
- ii. Providing guidance and support to the communication team and other staff members.
- iii. Approving major communication initiatives, strategies, and campaigns.

### **9.2. Communication Team**

- i. Developing and implementing communication strategies and plans aligned with YIB's mission and objectives.
- ii. Managing and maintaining YIB's website, social media accounts, and other digital communication platforms.
- iii. Creating and distributing internal and external communication materials, such as newsletters, press releases, and reports.
- iv. Monitoring and analyzing communication efforts, including tracking metrics and feedback for continuous improvement.
- v. Coordinating crisis communication efforts and serving as the primary contact during emergencies.

### **9.3. Spokesperson (Operations Manager or Programmes Manager)**

- i. Serving as the official representative and spokesperson for YIB during media interactions and public events.
- ii. Presenting key messages, addressing inquiries, and providing accurate and timely information to the media and the public.
- iii. Collaborating closely with the communication team to ensure consistent messaging and alignment with organizational goals.

### **9.4. Department/Project Managers**

- i. Collaborating with the communication team to provide relevant and accurate information for communication materials related to their respective departments or projects.
- ii. Participating in the review and approval process of communication materials to ensure accuracy and alignment with department/project objectives.

### **9.5. Employees and Volunteers**

- i. Adhering to the communication policy guidelines and principles in their day-to-day communication within and outside of YIB.
- ii. Providing feedback, suggestions, and relevant information to the communication team for effective communication initiatives.



iii. Actively engaging in internal communication channels and promoting a culture of open and respectful communication.

#### **9.6. Crisis Communication Team**

- i. Responsible for managing communication during emergencies or crisis situations.
- ii. Ensuring timely and accurate communication to internal and external stakeholders.
- iii. Coordinating with the communication team to develop key messages and determine appropriate communication channels.

#### **9.7. Human Resources Manager**

- i. Ensuring that all employees and volunteers are familiar with the communication policy and providing necessary training and resources.
- ii. Addressing any communication-related concerns or conflicts within the organization.
- iii. Collaborating with the communication team to ensure consistent messaging in recruitment, onboarding, and internal announcements.

## **10. BRAND GUIDELINES**

### **10.1. Logo Usage:**

- a. YIB's logo is the primary visual representation of the organization's brand. It should be used consistently and in accordance with the guidelines provided.
- b. The logo should not be altered, distorted, cropped, or modified in any way.
- c. Sufficient clear space should be maintained around the logo to ensure visibility and avoid clutter
- d. The primary logo colors should be maintained
  - Green (rgb 90, 176, 57; #5AB234)
  - Purple (rgb 121,28, 106; #791C6A)
  - Orange (rgb 240, 155, 19; #F09B13)
  - Light blue (rgb 59, 174, 159; #3BAE9F)
  - Sky blue (rgb 80, 171, 227; #50ABE3)
  - Maroon (rgb 179, 22, 82; #B31652)
- e. The logo placement on letterhead should be at the top center, websites on the top left, promotional materials at the bottom left or right.
- f. White, light orange or gray works best as background colors.

### **10.2. Color Palette:**

- a. YIB's color palette consists of specific colors that represent the organization's brand identity.
- b. The primary colors should be used consistently in all communication materials to maintain brand recognition. YIB primary colors are:-
  - Green (rgb 90, 176, 57; #5AB234)
  - Purple (rgb 121,28, 106; #791C6A)
  - Orange (rgb 240, 155, 19; #F09B13)
  - Light blue (rgb 59, 174, 159; #3BAE9F)



- Sky blue (rgb 80, 171, 227; #50ABE3)
- Maroon (rgb 179, 22, 82; #B31652)

c. Secondary colors may be used as accents or for additional visual interest, but should not overpower the primary colors. YIB secondary colors include the following;-

- Purple #8C34B2 or #8110AD
- Green #1C7828 or #15B276
- Blue #1368F0
- Orange #E3884F

d. Black should primarily be used as a text and background color while white be used to provide contrast and clear spacing.

e. Any shades on the grayscale can also be used where necessary.

### 10.3. Typography:

a. YIB uses specific fonts to maintain consistency and readability in all communication materials.

- Font type: Calibri
- Font size: Normal text: 11, heading1: 18, heading2: 16, heading3: 14, heading4: 13 and heading 5: 12.
- Spacing: 1.5
- Alignment: Left unless some headings.

b. Guidelines for font usage, including font families, sizes, and styles, should be followed to ensure a cohesive visual identity.

### 10.4. Imagery and Photography:

a. YIB's brand guidelines include guidelines for imagery and photography, such as preferred styles, subjects, and composition.

- Use vivid colors and not white and black unless otherwise authorized by the Executive Director.
- Use clear and bright images other than dull images unless otherwise approved by the Executive Director.
- Bring the focus of the image closer and not distant.
- Choose the right background for all images.

b. Images used in YIB's communication materials should be relevant, high-quality, and aligned with the organization's mission and values.

### 10.5. Tone of Voice:

a. YIB's brand guidelines may include guidelines for the organization's tone of voice in written communication.

b. The tone should reflect the organization's values, such as professionalism, integrity, and empathy.

c. The preferred language is English for all formal engagements. Swahili may also be used where necessary.

d. The style, and level of formality are as follows;-

- The tone should be engaging, relatable, and appeal to the youth demographic. Use language that resonates with them, avoiding overly formal or technical





jargon. Example: “Hey there! We’re all about building integrity and making a positive impact. Let’s join forces and create a better world together!”

- Maintain a positive and inspiring tone to motivate and encourage youth to actively participate in integrity-building activities. Use uplifting language and share success stories to inspire their involvement. Example: “Youth have the power to change the world. Your actions matter, and together, we can create a future built on integrity and honesty.”
- Adopt a friendly and approachable tone to foster a sense of inclusivity and encourage open communication. Use conversational language and avoid sounding authoritative or distant. Example: “We’re here to support you every step of the way. Reach out to us anytime with your ideas, questions, or concerns. We’re all ears!”
- Emphasize the importance of collective action and collaboration. Encourage youth to take ownership of integrity-building initiatives and highlight the impact they can make by working together. Example: “Your voice matters. Let’s come together, share ideas, and create innovative solutions that promote integrity. Together, we can make a lasting difference.”
- While maintaining a friendly tone, ensure clarity and conciseness in your communication. Use simple and straightforward language to convey your message effectively. Example: “Join us for our upcoming workshop on building integrity. Learn practical skills, connect with like-minded individuals, and be part of the change!”

#### **10.6. Brand Consistency:**

- a. Consistency is key in maintaining a strong and recognizable brand identity.
- b. All communication materials, both online and offline, should adhere to the brand guidelines to ensure a cohesive and unified brand image.
- c. Guidelines include examples and visual references to illustrate the correct usage of the brand elements.

## **11. INTERNAL COMMUNICATIONS**

The purpose of internal communication within YIB is to foster effective collaboration, information sharing, and alignment among team members, ensuring a cohesive and productive work environment.

### **11.1. Channels and Platforms:**

- a. The communication channels and platforms to be used for internal communication within YIB include email, internal memos, instant messaging tools, intranet, project management tools, team meetings, internal newsletters, and other relevant channels.
- b. While using an email, be clear and concise in subject lines. Address recipients appropriately, be mindful of email etiquette.
- c. Keep the intranet content up-to-date, organize information in a logical manner, and ensure access is limited to authorized personnel.
- d. When using instant messaging tools, use appropriate language tone, respect other’s availability and response time, and keep conversations focused and professional.
- e. Be punctual in all team meetings unless otherwise authorized by in-line supervisor, actively participate in the meetings, and adhere to meeting agendas and guidelines.



- f. Periodic newsletters should be sent to all employees via emails, or posted on the intranet to share important updates, announcements, and achievements.
- g. The newsletters should provide accurate and relevant information, using engaging and concise language, and adhering to branding guidelines.
- h. Project leads should update tasks regularly on the project management tool being used, using clear and specific task descriptions, and utilizing comment features for effective collaboration.

#### **11.2. Communication Guidelines:**

- a. Use clear and concise language to ensure that messages are easily understood by all team members.
- b. Avoid jargon, acronyms, or technical terms that may create confusion.
- c. Break down complex information into digestible chunks for better comprehension.
- d. Respond to internal communication promptly, acknowledging receipt and providing necessary information or updates within a reasonable time-frame.
- e. Set expectations for response times, especially for urgent or time-sensitive matters.
- f. Maintain a respectful and professional tone in all internal communication, regardless of the medium used.
- g. Avoid using derogatory or offensive language, and treat colleagues with respect and courtesy.
- h. Encourage collaboration and knowledge sharing among team members.
- i. Use appropriate channels to share information, resources, and best practices.
- j. Support a culture of open communication and active participation.
- k. Respect confidentiality and handle sensitive information with care.
- l. Adhere to data protection policies and regulations when sharing or discussing confidential information.
- m. Use secure channels for transmitting sensitive data.

#### **11.3. Collaboration and Sharing:**

- a. YIB encourages collaboration and knowledge sharing among team members through the use of shared documents, project management tools, and other resources to facilitate effective teamwork and information exchange.
- b. Access to the tools shall be given during the induction process.
- c. Implement version control system to avoid confusion and ensure that team members are working with the most up-to-date versions.
- d. All team members are advised to set clear expectations for collaboration.

#### **11.4. Meetings and Updates:**

- a. All employees are advised to attend Monday meetings and any other meetings as may be communicated.
- b. Agendas for the meetings should be sent in advance including meeting venues, links and any other relevant information.
- c. Memos must also be prepared and shared on the staff notification board.
- d. YIB also emphasizes the importance of regular updates to keep team members informed about organizational developments and initiatives.



- e. All YIB team members are encouraged to actively participate and engage during meetings. Action points should be clearly documented.
- f. Assign responsibilities and deadlines to ensure accountability and follow-up on action items.
- g. Quarterly presentations shall be done by each department to keep everyone as per with progress and identify challenges and areas of improvement,
- h. Annual newsletters shall be drafted and shared. All employees are advised to provide inputs into the drafting of the newsletter.

#### **10.5 Confidentiality and Data Protection:**

- Maintaining confidentiality and data protection in internal communication is mandatory. All team members must handle sensitive information responsibly and adhere to privacy policies and regulations.

## **12. EXTERNAL COMMUNICATIONS**

### **12.1. Branding and Messaging:**

- a. Ensure consistent use of YIB's logo, colors, fonts, and other visual elements in all external communication materials.
- b. Adhere to YIB's brand guidelines to maintain a cohesive and recognizable brand identity.
- c. Craft clear, concise, and compelling messages that effectively convey YIB's mission, values, and impact.
- d. Tailor messages to the target audience, considering their needs, interests, and language preferences.
- e. Provide accurate and up-to-date information in all external communication.
- f. Fact-check information before sharing it with stakeholders to maintain credibility and trust.
- g. Use a professional and appropriate tone in all external communication.
- h. Avoid using technical jargon or complex language that may alienate or confuse the audience.
- i. Use plain language and explain any technical terms or concepts when necessary.
- j. Ensure consistent messaging across various communication channels, including website, social media, press releases, and marketing materials.
- k. Coordinate messaging efforts to present a unified and cohesive image of YIB.
- l. Encourage stakeholder engagement and interaction in external communication.
- m. Respond to inquiries, comments, and feedback in a timely and respectful manner.
- n. Foster a sense of community and active participation among stakeholders.

### **12.2. Media Relations:**

- a. Programmes Manager or Operations Manager are YIB official spokespersons to represent the organization in media interactions.



- b. The spokespersons be well-prepared to effectively communicate YIB's messages and respond to media inquiries.
- c. All media inquiries be channeled via the organization contact details found at the end of this policy document.
- d. All media inquiries be responded to promptly and professionally, providing accurate information and coordinating interviews or statements as necessary.
- e. All press releases and media statements shall align with YIB's brand and messaging.
- f. Key messages, facts, and figures be communicated in a concise and compelling manner.
- g. Obtain necessary approvals before releasing any official statements.
- h. Implement a media monitoring system to stay informed about media coverage related to YIB.
- i. Regularly review media coverage to identify any inaccuracies or misrepresentations and take appropriate action if needed.
- j. Media training to be provided to the designated spokespersons and other relevant staff members.

### **12.3. Public Statements and Social Media:**

- a. All public statements and social media posts must align with YIB's mission, values, and strategic objectives.
- b. Maintain consistency in messaging across different communication channels to reinforce YIB's brand identity.
- c. Ensure that all public statements and social media posts are accurate and supported by reliable sources.
- d. Fact-check information before sharing it to maintain credibility and avoid spreading misinformation.
- e. Respond to comments, inquiries, and feedback on social media in a timely and professional manner.
- f. Acknowledge and address concerns promptly, demonstrating YIB's commitment to engaging with stakeholders.
- g. Maintain a professional and respectful tone in all public statements and social media interactions.
- h. Avoid engaging in arguments or responding to negative comments in a confrontational manner.
- i. Ensure that social media content is relevant, engaging, and aligned with YIB's brand and messaging.
- j. Implement a system for monitoring social media channels to stay informed about conversations related to YIB.
- k. Respond to direct messages, mentions, and comments in a timely and appropriate manner.

### **12.4. Partnerships and Donor Communication:**

- a. Address expectations for timely and transparent communication, reporting, and updates on project progress or outcomes.
- b. Be transparent and open in all communication with partners and donors. Provide clear and accurate information about the organization's activities, goals, and impact.



- c. Respond to inquiries, requests, and feedback from partners and donors in a timely manner. Acknowledge and appreciate their support and contributions promptly.
- d. Tailor communication to the specific needs and interests of each partner or donor. Use their preferred communication channels and address them by name whenever possible.
- e. Provide regular updates on the organization's progress, achievements, and challenges. Share impact stories, success stories, and any changes or developments that may be of interest to partners and donors.
- f. Express gratitude and appreciation for the support and contributions of partners and donors. Recognize their efforts publicly, such as through acknowledgments in annual reports, newsletters, or on the organization's website.
- g. Respect the confidentiality and privacy of partners and donors. Do not share their personal or financial information without their explicit consent.
- h. Develop and implement a donor stewardship plan to cultivate and maintain relationships with donors. This include personalized thank-you notes, exclusive updates, invitations to events, or opportunities for involvement in the organization's activities.
- i. Provide regular reports on how funds and resources are being utilized and the impact they are generating. Share concrete examples and stories that demonstrate the difference made by the support of partners and donors.
- j. Ensure compliance with any legal or regulatory requirements related to donor communication, such as data protection and privacy laws.
- k. Actively seek feedback from partners and donors on their experiences and expectations. Provide opportunities for them to engage and contribute to the organization's decision-making processes.

#### **12.5 Crisis Communication:**

- Develop a crisis communication plan that outlines procedures for handling communication during emergencies or crisis situations. Define roles and responsibilities, key messages, and channels for disseminating information to stakeholders and the public.

#### **12.6. Compliance with Laws and Regulations:**

- Emphasize the importance of adhering to relevant laws and regulations in all external communication. This includes compliance with data protection, privacy, and anti-spam regulations, as well as any industry-specific communication requirements.

### **13. DIGITAL COMMUNICATION AND SOCIAL MEDIA**

#### **13.1. Authorized Users:**

- The communication officer in support with the entire communication team is authorized to handle digital communication and social media accounts on behalf of the organization.

#### **13.2. Account Management:**

- Ensure secure access, regularly updating passwords, and maintaining control over account ownership.

#### **13.3. Branding and Tone:**

- Maintain consistent branding and tone across all digital communication and social media platforms.



#### **13.4. Content Creation and Approval:**

- The respective project/activities leads must prepare a draft of the information which should be shared to the communications team for review. The programmes Manager or Operations Manager (in absence of the two the Executive Director) must approve the content before being published on digital platforms and social media to ensure accuracy, relevance, and alignment with organizational values.

#### **13.5. Engagement and Interaction:**

- YIB encourage active participation, timely responses to comments and messages, and respectful interactions with followers, partners, and beneficiaries.

#### **13.6. Privacy and Data Protection:**

- YIB underscores the importance of protecting privacy and personal data in digital communication and social media. Authorized users must adhere to data protection regulations, obtain necessary permissions for sharing personal information, and handle sensitive data responsibly.

### **14. CRISIS COMMUNICATION**

#### **14.1. Crisis Communication Team:**

During a crisis, effective communication is crucial to manage the situation and maintain trust and confidence in the organization. The Communications officer, Human Resources Manager, Safeguarding Officer, and Programmes Manager or Operations Manager are responsible for managing communication during emergencies or crisis situations. However, if need be and depending on the nature of crisis, the following shall be constituted immediately to handle the situation;-

- a. **Crisis Communication Manager/Spokesperson:** This individual will be responsible for leading and coordinating the crisis communication efforts. They serve as the primary spokesperson for the organization, delivering key messages to the media, stakeholders, and the public.
- b. **Media Relations Manager:** This person will be responsible for managing relationships with the media during the crisis. They coordinate press releases, media inquiries, and interviews, ensuring consistent and accurate messaging.
- c. **Internal Communications Coordinator:** This role will focus on internal communication within the organization. They will keep employees informed about the crisis, provide updates, and address any concerns or questions from staff members.
- d. **Social Media Manager:** This individual will oversee the organization's social media channels during the crisis. They will monitor and respond to comments, provide timely updates, and ensure that accurate information is shared across social media platforms.
- e. **Legal Advisor:** A legal advisor will provide guidance on legal implications and considerations during a crisis. They will help ensure that all communication is compliant with legal requirements and protects the organization's interests.
- f. **Crisis Response Team Liaison:** This person will serve as a liaison between the crisis communication team and other teams within the organization, such as operations, programmes, or legal. They will ensure that communication efforts align with the overall crisis response strategy.
- g. **Public Relations Coordinator:** This role will focus on maintaining positive relationships with stakeholders, including partners, donors, and community members. They will



communicate the organization's actions and efforts to address the crisis and maintain trust.

h. Monitoring and Analysis Specialist: This individual will be responsible for monitoring media coverage, social media sentiment, and public perception during the crisis. They will provide regular updates and analysis to the crisis communication team to inform decision-making and adjust communication strategies if needed.

i. Documentation and Reporting Officer: This role will involve documenting all communication efforts, including messages, media coverage, and stakeholder interactions. They will prepare reports and evaluations to assess the effectiveness of the crisis communication response.

j. Support Staff: Depending on the size and complexity of the crisis, additional support staff may be assigned to assist with administrative tasks, research, or other specific needs identified by the crisis communication team.

#### **14.2. Key Messages:**

- Develop a set of key messages that will be used during crisis communication. These messages should address the situation, provide accurate information, and demonstrate YIB's commitment to transparency and resolution.

#### **14.3. Communication Channels:**

- Identify the communication channels to be used during a crisis, such as email, website updates, social media, press releases, or dedicated hotlines. Ensure that these channels are accessible, reliable, and regularly monitored.

#### **14.4. Timeliness and Accuracy:**

- Emphasize the importance of timely and accurate communication during a crisis. Encourage the crisis communication team to provide regular updates to stakeholders, addressing concerns, dispelling misinformation, and maintaining transparency.

#### **14.5. Spokesperson Training:**

- Provide training and media coaching to designated spokespersons to ensure they are prepared to effectively communicate during a crisis. This includes message delivery, handling difficult questions, and projecting a calm and reassuring demeanor.

#### **14.6. Monitoring and Evaluation:**

- Establish processes for monitoring and evaluating the effectiveness of crisis communication efforts. This includes gathering feedback, conducting post-crisis reviews, and implementing improvements based on lessons learned.

## **15. POLICY REVIEW AND CONTINUOUS IMPROVEMENT**

This section states that the policy will be reviewed annually to ensure its effectiveness and relevance. .

## **16. RELATED POLICIES**

This policy should be read in conjunction with the following policies;-

- i. Code of Conduct
- ii. Equal Employment Opportunity Procedure
- iii. Grievance Procedure



- iv. Whistleblower Policy
- v. Data protection and privacy policy
- vi. Safeguarding policy



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