

COMMUNICATIONS POLICY





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**ADRA INDIA POLICIES AND GUIDELINES FOR
COMMUNICATION**

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**DOCUMENT: ADRA INDIA POLICIES AND GUIDELINES FOR
COMMUNICATION**

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KEY TERMS GLOSSARY

Communication	The act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings, etc., to someone else
Communication for Development (C4D)	C4D is an evidence-based process that utilizes a mix of communication tools, channels and approaches to facilitate participation and engagement with children, families, communities, networks for positive social and behaviour change in both development and humanitarian contexts.
Strategic Communications	Strategic communications uses policy-level message development with strategising, planning and research of audience behaviors and ideologies to attain the organization's mission.
Visual Media	Visual Media includes visual sources of communication such as images, videos, paintings, written texts and interactive media
Visual Communication	Visual communication is the practice of using visual elements and media to communicate information or ideas.
Copyright	Copyright is a legal term used to describe the rights that creators have over their literary and artistic works.
Ethical Communication	Ethical communication refers to communicating in a manner that is clear, concise, truthful and responsible.

KEY TERMS GLOSSARY

Social Media	Forms of electronic communication (such as websites for social networking apps) for creation and exchange of information, messages and content, etc.
Press Release	An official statement issued to the members of press with the purpose of sharing information, updates about the organization for public release
ADCOM	ADRA India's Administrative Committee responsible for collectively taking and approving important decisions for the organization. The ADCOM consists of the Country Director, Finance Director and Programmes Director.
Crisis Management	Crisis Management is to apply strategies to effectively respond to a sudden event which might negatively impact or threaten an organization and its stakeholders.
Case Story	A story of impact made by an organisation's work or intervention. A case story can involve a community, group of people or an individual.
IEC Material	Information, Education and Communication Material such as posters, flyers, brochures, booklets, etc. that are intended to create awareness and disseminate information about a specific topic.

WHAT IS COMMUNICATION?

Communication originates from a Latin word which means 'to share'. Communication is a two-way process of sending and receiving information through verbal and non-verbal means, which includes written and graphical representations; and signs, signals, and behaviour. There are four types of communication:

- a) verbal - communicating or transferring information through words;
- b) non-verbal – using body language to convey messages;
- c) written – using writing and words for sharing information; and
- d) visual – pictorial representation using photographs, drawing charts and graphs to convey information.



To ensure effective and efficient communication at the workplace, it is important to follow the 7 C's of Communication:

1. **CLEAR:** The message should be clear and easily understandable to the recipient. It should focus on the core points, single sentence should be used for one goal, and jargons should be avoided.
2. **CORRECT:** The message should be correct, i.e. information being sent should be factually correct, and the sender must ensure that there is no grammatical and spelling mistakes.
3. **COMPLETE:** The message must include all the relevant information. For example, it is ideal to add hyperlinks and steps to be followed if there is a call to action. Complete information gives answers to all the questions and helps in better decision-making by the recipient.
4. **CONCRETE:** The message should be clear and specific in order to avoid misinterpretation. The sender can back up the message and argument with correct data and information to establish credibility of message.
5. **CONCISE:** The message should be crisp, precise and to the point. The sender should keep the messages short and should avoid the lengthy sentences wherever possible.
6. **CONSIDERATION:** While conveying the message, the sender must take into consideration the receiver's opinions, knowledge, mindset, background, etc. in order to have an effective communication.
7. **COURTEOUS:** The message should be considerate, respectful, polite and professional. It is important to be empathetic and considerate of the receiver's opinions for communication to be effective.

STRATEGIC COMMUNICATION

An efficient civil society organization brings change and effective communication helps inspire change.

Implementing programmes that help bring change on different scales and level is the primary goal of development sector organizations, but it is not enough. To bring

about behaviour change and make greater impact, it is critical to implement strategic communications. Strategic communications is about effectively sharing the right message with the right audience through the right medium. It can be a powerful tool for any organization to achieve its development goals.



Strategic communications involves a two-way communication channel that can help organizations encapsulate best case practices, drive policy-level changes and create real impact from the ground above.

On a more micro level, effective communications can help bring more visibility for an organization, amplify the voice of vulnerable communities, and bring awareness about the causes that matter. It can also help the organization communicate more effectively and avoid any crisis situations. Communication approaches are also invaluable to improve coordination to manage development programmes, and to gain institutional support.

WHAT DOES COMMUNICATION MEAN FOR ADRA INDIA?



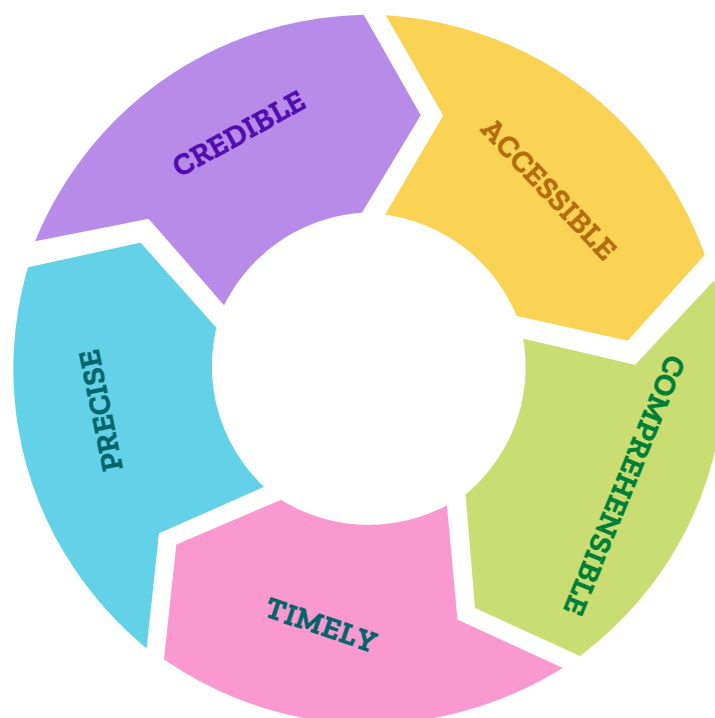
The larger goal of Communication for ADRA India is to bring about change in the lives of the communities it serves. Strategic Communication with its partners, stakeholders, general public and internally within the organization can help ADRA achieve its goal of social change. By bringing more visibility for its work and establish and record best case practices for what has worked in its projects, ADRA India can help set precedence as well as garner further support to expand its work. ADRA India also aims to use innovative and coherent communication tools and methods to reach out to the communities and initiate behaviour change.

Finally, ADRA India aspires to have effective external and internal communication channels for ease of exchange of knowledge and ideas and to build a strong team of individuals working together and harmoniously to achieve the vision of the organization.

PRINCIPLES FOR EFFECTIVE COMMUNICATION

ADRA India believes in clear communication that helps contribute to its goals and mission. To achieve that, ADRA India follows its five principles for communication:

1. **CREDIBLE:** Information going out on behalf of ADRA India should be credible, accurate and backed by data.
2. **TIMELY:** Information and messages should be shared keeping in mind relevance and timeliness
3. **PRECISE:** Communication should be clear, crisp and to the point.
4. **ACCESSIBLE:** Information on ADRA India's work needed by partners and stakeholders should be easily accessible in the form of newsletters, annual reports, social media posts and verbal communication, etc.
5. **COMPREHENSIBLE:** Information being sent out by ADRA India should be easy to understand and without inaccuracies.



OVERVIEW

Objective

ADRA India values clear, consistent and coherent communication for all who are associated with its work. Strong and effective communication is imperative to creating an efficient and transparent organization. The aim of this policy is to ensure ethical, effective and uniform communication by ADRA India's staff both within the organization and externally as they communicate with program beneficiaries, local communities, partners and the media.

Purpose of this Document

This policy document shall bring guidance and clarity towards maintaining quality standards for written, audio and visual communications. These include but not limited to:

- a) Standards of capturing audio/visual media
- b) Sharing of frameworks for the development of high quality of materials
- c) Subsequent reproduction of captured audio/visual media for the purposes of program communications
- d) Archival of generated content consent documentation for the protection of beneficiaries
- e) Coherent representation and communication of internal activities with external parties



f) Ensuring all communication is in line with ADRA International policies to safeguard and protect ADRA Global and ADRA India's image and interest. The policy also intends to establish a unified image and response for ADRA India.

Applicability

With a 360-degree approach, the communication policy applies to all ADRA India's employees including country office staff as well as state and project staff. It also extends to and of the organization's partner staff, contractors and/or affiliates. At the time of employment, Communications staff, and all new employees are requested to review the policy and sign a declaration stating that they will abide by the communications policy document.

VISUAL MEDIA POLICY

Purpose

The purpose of this policy is to set minimum standards for the agency to follow to ensure respect for the dignity and culture of the people with whom ADRA India works.

Overview

The collection of photos and video footage by ADRA India staff, partners, interns, volunteers and contractors for use by ADRA India is standard practice. These photos and video footage may be used by ADRA India and its partners and/or donors for a variety of purposes; marketing, promotion, information, presentations, displays and illustrations to name a few. The majority of these photos will capture individuals, families or groups of people as ADRA India's work is people-centered. These people may range in age from babies to older persons. The location where these photos are taken could be from any State or Region in India from a diverse range of ethnic groups. Given this context, it is extremely important that ADRA India, first and foremost, protects the interests and privacy of those who appear in the photos and video footage; their rights are paramount. ADRA India is committed to empowering individuals and to recognize they each have their own values, beliefs and customs that must be respected and represented appropriately. For these reasons clear guidelines must be provided to anyone who takes photos and video footage for and on behalf of ADRA India.



Scope

This policy applies to all ADRA India staff, interns, volunteers and contractors, and in general to anybody taking photos and video footage on behalf of ADRA India. In addition, all ADRA India partners are expected to apply this policy when taking photos and video footage for ADRA India's use and in joint activities and projects.

Consent

a) Consult with local field staff regarding the culture of the local people and their sentiments regarding being photographed/videographed.

b) Work with local field staff to attain appropriate permission/authorization from the local government as well as the communities to be visited for photography/videography, if necessary.

c) Inform subjects before they're photographed/videographed of where/how their image may be used and share examples e.g. Newsletter, Website, Direct Mail campaigns, presentations etc.

d) For photos taken with a single primary subject, obtain the subjects signed approval before photography/videography begins using the Permission and Release Form (See pages 10 & 11).

e) When taking pictures of a group (more than two people), obtain verbal permission and explain to the group how the pictures may be used.

f) When images are obtained via secondary sources independent of ADRA India (e.g. volunteers, visitors to projects, emergency responses etc.), written consent from the secondary source, confirming consent of the key person(s) in the image(s) should be obtained.

g) Images taken of an ADRA India project by a secondary source independent of ADRA India will need to seek consent before releasing images for mass communication (television, newspaper, etc) or commercial use.

- h) Consult with local field staff regarding the culture of the local people and their sentiments regarding being photographed/videographed.
- i) Work with local field staff to attain appropriate permission/authorization from the local government as well as the communities to be visited for photography/videography, if necessary.
- j) Inform subjects before they're photographed/videographed of where/how their image may be used and share examples e.g. Newsletter, Website, Direct Mail campaigns, presentations etc.
- k) For photos taken with a single primary subject, obtain the subjects signed approval before photography/videography begins using the Permission and Release Form (See pages 10 & 11).
- l) When taking pictures of a group (more than two people), obtain verbal permission and explain to the group how the pictures may be used.
- m) Images should be decent and respectful and not present people as victims or in a vulnerable or submissive manner.
- n) People (including children) should be adequately clothed in photographs and not in poses that could be interpreted as sexually suggestive or demoralising.
- o) The use of images should not in any way endanger or stigmatize the people they include.

Storage

All photos, videos and recordings taken or captured by ADRA India and its partners and/or donors, should be categorized and stored in the ADRA India Communications photo and video libraries. The date and location should always be included with the photos and videos when stored so as to provide details required with photo and video credits.

Captions/Use of Photos

- Photographs/footage should be used in context and should be representative of the project or subject referenced.
- Photo captions should be fair and accurate and provide appropriate information and pertinent details such as date, project and location.
- To ensure the best representation of ADRA India and it's partners work, high quality photos and videos should only be accepted for use in printed and online materials wherever possible.

Copyright

All photos and videos of ADRA India subjects/projects taken by an ADRA India employee, Partner, Donor or contractor (unless otherwise specified in their contract) are the sole property of ADRA India. Photos shall not be submitted for contests or used by any other person/entity without the written consent of ADRA India.

Credit must be given to ADRA India if any photos, videos and/or recordings are utilised by local and international media sources and press.

The following text must be included for any and all photo credits:

Photo: © Year Organisation | Name of Photographer

E.g.

Photo: © 2021 ADRA India | Trisha Mahajan

[Click to Download Consent form in English, Hindi, Tamil and Assamese](#)

ETHICAL COMMUNICATIONS GUIDELINES

These items are to outline the compliance of all official communications and marketing materials as to their alignment with ethical standards and communication procedures.

Communications and marketing materials **MUST**:

- a) Include the organization's identity including name, address and online media, if required.
- b) While fundraising, clearly state if there is a specific purpose for each donation.
- c) Not claim or imply that professional fundraising activities are carried out at no cost.
 - Include appropriate logos of ADRA India, any partner organisations and donor, and, if
- d) Required to obtain the prior approval of the donor for use of their logo before publishing.
 - Accurately represent the context, situation, proposed solutions and intended meaning of
- e) Information provided by affected people.
 - Not endanger the people they are portraying.
- f) Have free, prior and informed consent of the person/s portrayed, including children, with their parents or guardians providing consent.
- g) Acknowledge partners in accordance with agreements.



Communications and marketing materials MUST NOT threaten the safety, dignity, or disparage a beneficiary including, but not limited to:

- a) Commenting unnecessarily or negatively on the impairment, dependency or disability of a beneficiary.
- b) Using language which disparages the beneficiary or causes them to be feared.
- c) Stating or implying a falsehood regarding a beneficiary.
- d) Using a beneficiary's image, name, or other personal information without their permission.
- e) Presenting people in a dehumanized manner, infringe child protection policies or show children in a naked and/or sexualized manner.
- f) Featuring dead bodies or dying people.
- g) Disparaging others or infringing on the intellectual property rights of others.

SOCIAL MEDIA POLICY

Overview

ADRA India is active on social media and operates its official social media handles on Facebook, Instagram, Twitter and LinkedIn.

The handles are the following:



The organization's social presence is crucial towards dissemination of information about causes ADRA India supports. Social media is effective and crucial in spreading awareness about the impact of programs and for making available emergency information during disaster response activities.

ADRA India's primary audience is:

- People and entities who are interested in knowing about ADRA India's work
- Partners and donors
- Industry peers
- Those seeking aid for their communities
- Beneficiaries and the government.

When communicating with the above stakeholders it is important that information disseminated on ADRA India's behalf is credible, verified and undistorted.

While ADRA India encourages its staff to maintain independent political, religious and socio-economic thought, it is important for the staff when communicating for the organization to present a professional and consistent message. Thus, information that goes out on ADRA India's behalf should uphold the organizations' values and vision and should be in line with ADRA India's opinions and views.

ADRA India's social media presence is coordinated and managed by ADRA India's communication team with oversight by ADCOM. ADRA India staff interested in structuring and sending out necessary communication should get in touch with the communications team and develop a posting schedule and goal.

Guidelines

- a) All information and communication for digital media will be done through ADRA India's official social media handles. These handles are operated by the communications department in consultation with ADRA India ADCOM and departmental directors.
- b) No separate handles representing the organization, or a specific project should be created, unless specifically asked for by the donor and approved by the communications department and ADCOM.
- c) In the event that there is a requirement for a project-specific social media handle, a request will be required to be placed in writing to the country office communications department. In this case, a new account will be created at the country office level and a staff member might be appointed to operate those handles. All posts on the separate handle must be verified and approved by the communications department or leadership in the country office.
- d) If any staff member has ideas about social media messaging and/or images/videos/case stories to be shared, reach out to the communications department through official WhatsApp groups or email to share the same.
- e) For any complaints/grievances or feedback regarding any social media posts, please write to communications@adraindia.org

Personal online Communication

- a) Staff must avoid posting on behalf of ADRA India on their personal social media accounts. This includes pictures and information from events, activities, etc. However, staff is encouraged to share ADRA India's posts.
- b) In case of major events, however, staff may be encouraged to post images and videos from their personal social media accounts along with a specific hashtag created for the event.
- c) Staff must use disclaimers if sharing their opinions online about professional and sector-related updates. For example, "My views are personal and do not represent that of ADRA India".
- d) Nonetheless, staff must not post views that affect the public image of ADRA India or negatively impact the organization even on their personal social media account. Derogatory comments about ADRA India or colleagues, use of social media to harass or bully co-workers will result in strict action. racist, sexist, threatening or malicious remarks brought to the organizations' notice will lead to disciplinary action.
- e) Revealing confidential information about the organization may lead to termination of contract.

MEDIA ENGAGEMENT POLICY

Purpose

ADRA India aims to spread information about the organizations' work and about the causes it works on through media coverage and engagement. Effective, clear and pre-planned strategic communication is key to ensuring a good public image and avoiding any misinformation and/or crisis situations.

Overview

ADRA India believes that is important to talk about the causes it believes in and the work it does with the public at large. Promotion of ADRA India's work through an external channel will help raise awareness and clear any misconceptions people might have about the organization. Engagement and interaction with national and international press by all staff is encouraged to promote the work of ADRA India. The communications department will maintain records of regional and national media personnel. Regular contact with the media with/without any immediate purpose by the communications department and local staff in case of regional media will help build professional relations and ensure optimum coverage of ADRA India's events.

Guidelines

a) For important project and national events, press release will be developed by the communication department. All press releases for events and announcements will be developed both in English and regional language. The communication department may reach out



to the state office for support in developing the regional language press release.

b) Press releases should meet with the approval of the organization and the donor (if applicable) before dissemination.

c) Local and/or international media must be contacted at least 2 weeks prior to the event and provided with an invitation letter and media package pertaining to the event.

d) It is important to practice caution while interacting directly with the media. Anything said to the media by a staff member that may bring harm to the organization will lead to appropriate action.

e) If the staff is in discussions with media houses regarding ADRA India's work or upcoming events, it is preferable to keep the country office communications department informed.

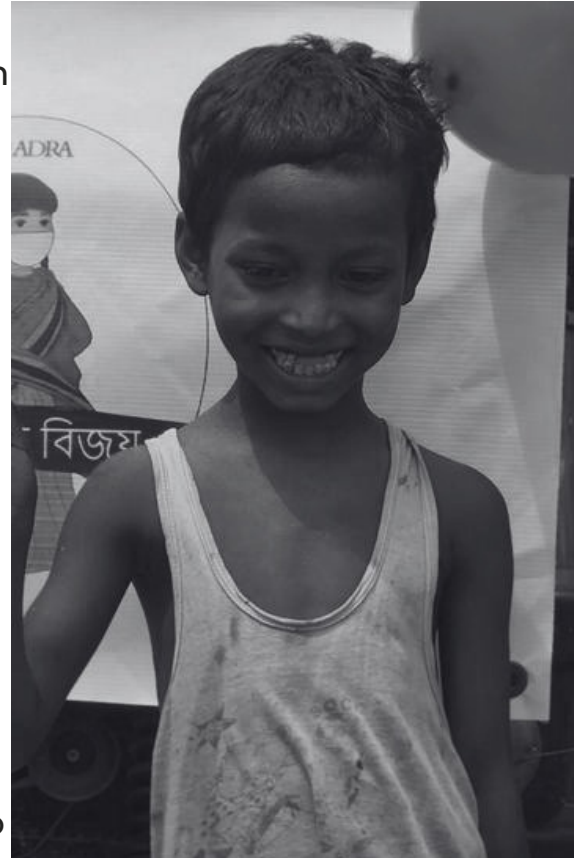
CRISIS MANAGEMENT

A public relations crisis in the organization can be seen as an event that negatively impacts the organization. Examples of an event leading to a crisis could include serious issues/allegations including but not limited to:

- Fraud and Corruption
- Child Abuse
- Harassment and Sexual Exploitation and Abuse

Such an event can lead to outrage and loss of trust from donors, partners and communities towards ADRA India.

ADRA India must act quickly to respond to such crisis, if any.



Before ADRA India issues an official statement regarding a specific situation:

- A team will be formed to address the situation consisting of the ADCOM, Communications Lead, Legal Consultant, and any other member as deemed necessary.
- Official Statements are to be tailored to address the specific circumstance called into question and should remain neutral in tone and content. ADRA India must demonstrate that it is responsible for addressing any issues that may arise and show compassion and empathy in its delivery.
- Staff must avoid indulging in unnecessary rumors and conversations around the issue internally and with external parties.

IEC MATERIAL DEVELOPMENT GUIDELINES

The Communications team is responsible for the content and design of all creatives/documents/IEC Material such as newsletters, annual reports, project reports, posters and banners, pamphlets, maps, etc. The content will be developed by the Communications Lead in consultation with the concerned programme teams.

Based on the importance of the document and/or the scope of design, the Communications Lead can either decide to do the design work in-house or engage an external agency.



The Communications lead will have the final say regarding maintaining standards for the organization's visibility and adherence to the 'ADRA Standards Manual', (provided by ADRA International latest version: 2019). In addition, the communications team will also adhere to and uphold all visibility or communications guidelines provided by donors and partner organizations for their respective projects.

Guidelines:

a) The Communications department is responsible for preparing creatives/documents of communication or visibility item/s. If the design has been prepared by an ADRA India staff member other than the communications team or partner from the project, the communications lead must give prior approval for logo usage and aesthetic before printing to ensure that quality and standards are being met.

b) Requests for content development must be made a minimum of two weeks in advance. All requests for creatives/designing work must be made

at least three days in advance. Immediate requests will only be entertained in exceptional cases such as urgent request by the donor or partner.

c) The Country Director and/or Programme Director must provide their approval on the final document.

f) The Communications lead should seek approval from donor for use of logo, if applicable either directly or through the focal programme lead.

e) In the case of an important document, if Communications lead feels the need for procurement of an external graphic design agency, he/she may bring it up with the Country Director/Programme director. A budget proposal will be made before the start of the project. In the case of documents not falling under the ambit of a specific project, the Communications lead may discuss and agree upon an optimum budget with Finance and Programme Director.

f) If hiring an external agency, the communications team must prepare an RFP and after approval from ADCOM, publish it externally. At least three agencies must be identified and interviewed. An agency should be selected based on the quality of past work, professionalism, willingness to listen, learn and accommodate requests and budget proposed.

g) The agency must provide signed or stamped 'Intent of Work' document before starting work. The document must include scope-of-work terms and conditions such as number of edits to design, duration & timeline, etc. Once agreed upon by the Communications lead along with ADCOM, the agency will be given a go ahead to initiate work. Throughout the work process, the Communications Lead must work along with the agency and coordinate communication between the agency and the programme team involved.

h) If a design needs to be printed, communications department will take a call on the location of printing , whether country office or a state office. The Communications lead will assist and advise with the confirmation of design and specifications for printing to the identified printing company.

i) Once printed, the Communications lead may ask the state officer responsible for the task to send samples of the print material to assess quality and accuracy of the item/s.

j) Once the designing and/or printing requirements are fulfilled by the external agency, the communications team will facilitate submission of an invoice by the agency and final payment to the agency, subject to satisfactory completion of work or delivery of material.

CURRENT TEMPLATES



Below are few templates ADRA India uses for documentation and branding.

[ADRA Branding Guidelines & Logos](#)

[ADRA India PowerPoint Template](#)

[ADRA India Letterhead](#)

[ADRA India Banner Design](#)

[ADRA India Minutes of Meeting Template](#)

[ADRA India Standard Terms of Reference Template](#)

GOOD CASE PRACTICES



The Communications team is responsible for the content and design of all creatives/documents/IEC. However, field teams must submit timely success stories, press releases and other documents required to the communications team for review and further use,

[Sample Press Release](#)

[Case Story – Individual Account](#)

[Success Story](#)

[ADRA India Presentation Design](#)



*Justice.
Compassion
Love*