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## Introduction

Kyeema Foundation (Kyeema) is a not-for-profit NGO that works predominantly to reach resource-poor members of communities in developing countries. Kyeema is committed to operating in a respectful and professional manner on social media platforms in a way that reflects the organisation's values and Code of Conduct. Kyeema is committed to communication that represents beneficiaries as equal partners in the development process and which subscribes to the new development paradigm of empowering change rather than giving aid.

## Purpose

The purpose of this document is to provide a framework for Kyeema's communications and its operations of social media platforms and communication tools.

## Guiding Principles

This policy is based on the principles of respect, integrity, professionalism, privacy, honesty, transparency and impartiality.

## Definitions

**Communications:** encompasses all methods and platforms that Kyeema use for the purpose of interacting, reporting and storytelling.

**Partners:** individuals, groups of people or organisations that collaborate with or are contracted by Kyeema to achieve mutually agreed objectives in development activities.

**Social Media:** websites and applications that enable users to create and share content or participate in social networking. Social media may include:

- social networks, such as Yammer, Facebook and LinkedIn
- media sharing networks, such as Snapchat, Instagram, Soundcloud and YouTube
- bookmarking and content curation networks, such as Pinterest
- corporate networks, such as SharePoint and Skype
- blogging networks, such as WordPress or newshub
- micro-blogging networks, such as Twitter and Tumblr
- discussion forums, such as speechbubble and Whirlpool
- wikis, such as Wikipedia

**Post:** any shared or created content put on social media. This could be a post on Facebook, a message in Skype or content created and edited on Wikipedia.

**Volunteers:** include persons undertaking an activity overseas or participating in professional development in their own country or overseas for the common good and without financial gain.

### Scope

This policy applies to all Kyeema staff, Board members, partners and volunteers of Kyeema. It also applies to contractors or consultants creating content or managing social media platforms and guest social media users such as volunteers, Board Members and partners communicating about Kyeema supported projects.

### Policy statement

Kyeema is committed to providing accurate and transparent ways of communication with the public. This involves honest and respectful communication, accounting for social and cultural sensitivities that harbour inclusivity.

Kyeema's communications content is restricted to content that promotes Kyeema and aid in general, in an apolitical manner.

The aim of Kyeema's social media communications must be to create awareness about our work, evidence its impact and attract potential members, stakeholders and donors.

Kyeema's communications must reflect the vision, mission, purpose and values of the organisation.

Kyeema will:

- Ensure depiction of local people is in a dignified, respectful manner, honestly portraying the diversity of local people and the context and complexity of the situations in which they live.
- Ensure all staff, volunteers and partner organisations are trained in and adhere to both the Image and Messaging Guidelines and the Ethical Decision Making Framework.
- Store a comprehensive database of images with known origins and permissions for communications purposes.
- In developing all communication materials, gain informed consent from local people and ensure that identifying any person will not endanger them.
- Observe proper copyright and reference laws in all communications. The authenticity of what employees post on social media is important. Questionable content should be verified with credible sources before posting or tweeting about it.
- Edit or amend any misleading or inaccurate content depicted in blog posts. The organisation will delete blog posts violating the Code of Conduct.
- Ensure all of Kyeema's public communication will be respectful of other NGOs. Any communication regarding another NGO will be factually accurate and will not intentionally or otherwise mislead.
- **Not** denigrate other agencies, or make inaccurate or misleading public statements regarding other agencies.
- **Not** make statements about other NGOs with the intention of creating a reputational or other advantage for itself. If there is a legitimate and well-founded concern about another NGO a complaint may be lodged with ACFID's Code of Conduct Committee ([code@acfid.asn.au](mailto:code@acfid.asn.au))
- **Not** disclose information on social media that is financial, operational, legal and confidential in nature that pertains to projects, partners, donors or beneficiaries.

- **Not** tolerate dishonourable content such as racial, ethnic, sexual, religious, and physical disability slurs. Employees should not respond to an offensive or negative post or comment by the public and the comment should be deleted immediately. Any negative comments should be reported to the Communications focal person.

### Responsibilities

Kyeema’s Board is responsible for developing, adopting and reviewing this policy.

A communications focal person will be appointed to oversee all Kyeema communications (see attachment 1). The communications focal person, in consultation with the Kyeema Board, is responsible for the implementation of this policy, for monitoring changes in communication and social media guidelines, and for advising on the need to review or revise this policy as and when the need arises.

Where compliance issues are identified, the communications focal person will work with staff, senior management and other relevant stakeholders to address these issues promptly. The policy will be reviewed every three years and revised as needed, with the approval of the Board.

Both the Image and Message Guidelines and the Ethical Decision-Making Framework will be used as guides and procedures to ensure Kyeema’s communications are both highly accurate and respectful. All communications, marketing and promotional content will be signed off under the ‘Marketing and Promotional delegation’ and the ‘Communications delegation’ in the delegations register.

### Information Source

ACFID Code of Conduct Quality Principle 6. Communication. Development and humanitarian organisations communicate truthfully and ethically.

<https://acfid.asn.au/use-the-code/quality-principle-6-communication>

### Related Documents

This Policy is to be read in conjunction with the:

- *Kyeema Foundation Code of Conduct*
- *Kyeema Foundation Privacy Policy*
- *Kyeema Foundation Transparency Policy*
- *Kyeema Foundation Ethical Decision Making Framework*
- *Kyeema Foundation Image and Message Guidelines*

### Authorisation



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Signature of Policy Officer

Robyn Alders

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Name of Policy Officer

28 December 2020

Date

## **Attachment 1- Terms of Reference Communications Officer/Focal Person**

### **Overview**

The position of the Communications Focal Person will be responsible for the implementation of Kyeema's policies and guidelines on communication materials. This includes Kyeema's Communications Policy, Image and Message Guidelines and the Ethical Decision-Making Framework. The Communications Focal Person will ensure that the relevant policy, procedures and guidelines remain compliant with ACFID and DFAT requirements. This includes advising on the need to review or revise these policies as and when the need arises. When compliance issues are identified, it is the responsibility of the Communications Focal Person to work with staff and other relevant stakeholders to address these issues promptly and effectively.

### **Activities**

- Ensure that Kyeema's communications adhere to the Communications Policy, Image and Messaging Guidelines and Ethical Decision-Making Framework
- Ensure policies and guidelines are reviewed every three years and revise as needed to ensure that they remain compliant, with the approval of the Board
- Ensure that staff, board members, volunteers and partner organisations are trained in and abide by Kyeema's Communication Policy, Images and Messaging Guidelines and Ethical Decision-Making Framework
- Ensure that any risks associated with Kyeema communications are identified as well as the strategies to mitigate them
- Ensure when compliance issues are identified, all staff and the relevant stakeholders address the issues promptly
- Ensure that all documents produced, for both internal use and wider circulation, will comply with the appropriate State and Federal Laws, Department of Foreign Affairs and Trade (DFAT) policies and requirements, and the ACFID Code of Conduct

### **Relationships**

The Communications Focal Person will work with staff, volunteers and partner organisations to ensure all relevant personnel have sufficient understanding of Kyeema's Communications Policy, Image and Messaging Guidelines and the Ethical Decision-Making Framework.

### **Reporting**

All staff, volunteers and partner organisations involved with Kyeema will report to the Communications Focal Person for any issues regarding communications on Kyeema activities. The Communications Focal Person reports to senior management and the Chief Executive Officer in the Brisbane office.

### **Competency**

The Communications Focal Person must have sufficient training and support to carry out the role. The Communications Focal Person must have a thorough understanding of Kyeema's relevant policies and procedures in addition to familiarity with DFAT and ACFID guidelines and codes of conduct.