

Rural Education and Environment Development Center (REED-Nepal)



COMMUNICATIONS POLICY

Policy Owner:	Chief Executive Officer
Approved by:	Executive Committee of REED Nepal
Issued Date:	1 st August, 2016
Reviewed Date:	1 st August, 2018
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Next Review Date:	1 st October, 2023

1. PURPOSE

The purpose of this Communications Policy is to provide a framework for the Rural Education and Environment Development Center (REED-Nepal) dealings with all communications, media and privacy considerations in keeping with its commitment to integrity, inclusivity and respect for all.

2. RESPONSIBILITIES

It is the responsibility of all directors, Managers, employees, volunteers, contractors and program partners to ensure that they comply with this Policy.

It is the responsibility of the CEO to ensure that:

Board members, staff, volunteers, contractors and in-country partners are familiar with their obligations under this Policy; and
any breaches of this Policy coming to the attention of management are dealt with appropriately.

In all communication with the public, REED Nepal will act in an honest and transparent way. REED Nepal is committed to accounting for cultural and social sensitivities in its communications and will be inclusive and respectful of all the people it works with.

All documents produced, for both internal uses and wider circulation, will comply with appropriate laws, policies and requirements, and Code of Conduct.

3. INTEGRITY

REED Nepal is committed to the values of partnership, respect and honesty and to the long-term effectiveness of aid and development. As such all public materials are quality checked by the MEAL, Program Manager, Communications and CEO to ensure accuracy and appropriate reflection of the dignity and values of the people profiled.

REED Nepal ensures that the use of images and messages portraying primary stakeholders is appropriate, accurate and consensual. Images used by REED Nepal of women and men, boys and girls in their communications will respect the dignity, values, history, religion and culture of the people portrayed. (Refer to Annex A: REED Nepal Guidelines for the Use of Images and Messages).

All staff, volunteers and contractors and project partners must seek the appropriate permission and consent of primary stakeholders or their adult guardians when collecting images, taking photos and documenting stories in the field. The *REED Nepal Image Release Form (Annex B)* will be used in such instances unless verbal permission is deemed more suitable. In these situations, advice should be sought from project partners on the appropriate permissions and on any potential risks related to using images and case studies.

Records of the origins of images and case studies, permissions and copyright releases, as well as key details including name, age, location, date, program association and form of consent gained must be kept on file in the REED Nepal office.

4. MEDIA

The CEO and REED Nepal Chairperson are the key spokespersons authorized to speak to the media on behalf of REED Nepal. Where information or public comment is requested or required by other

REED Nepal personnel, the Communications shall determine the most appropriate person to respond. Other staff, Board members and volunteers are advised to ensure they are properly briefed and guided by the Communications, CEO and Board Chair Person before talking to the media on any issue.

Staff, Board members, volunteers and third parties are encouraged to deliver public presentations that discuss REED Nepal's work and its goals, provided that they make it clear where such presentations are or are not authorized by the Foundation.

Significant statements on behalf of REED Nepal shall be made as authorized by the Communications, CEO or Board Chair as detailed above. It should always be made absolutely clear whether the views put forward regarding any issue relating to REED Nepal are those of the organization or of an individual. At all times consideration should be given as to how the Correspondence may affect REED Nepal's reputation.

Any filming or taping of REED Nepal's programs or of the organization's proceedings by the media is subject to prior permission of the Communications, CEO or Board Chair.

Where media queries involve requests for information that will require substantial staff resources, such work must be authorized by the CEO. It will usually be necessary to provide information in addition to that which is requested in order to set the facts and figures in context. Requests for detailed information of this nature, whether from the local or national media, should be referred to the Communications.

6. PRIVACY

REED Nepal is committed to protecting the privacy of personal information that the organization collects, holds and administers. Personal information is information which directly or indirectly identifies a person.

REED Nepal recognizes the right of individuals to have their information administered in ways which they would reasonably expect – protected on one hand, and made accessible to them on the other. REED Nepal will:

- Collect only relevant information that the organization requires for its primary function.
- Ensure that stakeholders are informed as to why information is collected and administered.
 - Use and disclose personal information only for primary functions or a directly related purpose, or for another purpose with the person's consent.
 - Store personal information securely, protecting it from unauthorized access.
- Provide stakeholders with access to their own information, and the right to seek its correction.

All staff, Board members, volunteers, consultants project partners must observe these privacy approaches in regards to any public information presented to the media or general public.

7. COPYRIGHT

All materials created by employees, volunteers and consultants of REED Nepal in the course of their engagement, irrespective of whether it is created using REED Nepal's facilities or materials, or during normal working hours, will belong to REED Nepal. What constitutes the course of engagement will be determined by: the employee's/volunteer's position description and usual duties; or the consultant's contract.

Staff and volunteers of REED Nepal should ensure that every publication of REED Nepal including any books, newsletters, brochures, forms, reports and computer software contains the following

statement:

8. PARTNERSHIP RECOGNITION

REED Nepal is committed to promoting and recognizing its donors, supporters, projects and programs. Examples include:

- ensuring beneficiaries understand where support is coming from;
- labelling and badging of project materials;
- ensuring signage used in-country features partner support; and
- ensuring that media releases refer to activities and achievements supported by partners.

Specific approaches for acknowledging donors and supporter will include through:

- Rural Education and Environment Development Center on the REED Nepal website
- Quarterly newsletters distributed to the REED Nepal national database
- Publications including the Annual Report
- Event promotional material
- REED Nepal events (e.g. on screens and banners)
- Relevant social, digital media and e-marketing campaigns
- Traditional print and radio media where it is permitted
- other donor reports (e.g. for corporate donors - end of financial year reports, end of project reports, and annual reports).

9. COMPLAINTS

REED Nepal welcomes feedback from its members, supporters, partners and stakeholders in the countries in which it works. REED Nepal's *Complaints Policy* provides a mechanism to register feedback, concerns and complaints and receive a response through an accessible and safe process. The Policy is distributed to all staff, board members, volunteers, and program partners. When working in communities REED Nepal will translate the Policy into the local language. A link to this Policy can be found on the homepage of the REED Nepal website.

10. REED Nepal Communication Focal Person

Bhim Bahadur Bogati

phone: 9851140579

email: bhim@reednepal.org

post: CEO

REED Nepal CHAIR

Neera Shakya

phone: 9841329355

email: neeras126@gmail.com

post: Chairperson

REED Nepal Program Director

Dilli Prasad Dotel

phone: 9851189526

email: dilli.dotel@reednepal.org

post: Program Director

Description of photo:
Date of photo taken:
If verbal consent was given but the person did not sign the form, please tick her

- Refrain from any wrongdoing or conduct that may bring REED Nepal, its program or the Commonwealth of Australia into disrepute.
- Perform the duties in the best interests of the requesting community (as relevant).
- Provide accurate and reliable reports to REED Nepal.
- Act in a manner which gives due respect to the dignity, values, history, religion and culture of the people with whom REED Nepal works.
- Take adequate precautions to ensure personal security including:
 - abiding by the security advice given by REED Nepal when travelling overseas;
 - immediately advising REED Nepal of any health, safety or security threat; and
 - avoiding all comment to the media during any period of controversy, crisis, health or security threat, including during or after an evacuation.

This agreement is valid for 12 months or until such time as either party terminates the arrangement.

To agree to the above-mentioned clauses please sign and return this document to REED Nepal. We look forward to working with you. For any queries or questions please contact the Office on 01-5521942/ 01-5010980.

Signature of Responsible Person: _____ Date: _____

Signature of REED Nepal: _____ Date: _____

Annex C

REED Nepal SOCIAL MEDIA POLICY

Purpose

These guidelines have been developed with the purpose of making REED Nepal discussions online a productive, appropriate and enjoyable experience for the entire REED Nepal community.

REED Nepal encourages employees, volunteers and Directors to use social media channels as a way to connect with stakeholders and promote REED Nepal's work. While social media is important and valuable to REED Nepal, there are some risks that should be kept in mind when using these tools.

Protocols

In the social media world, the lines are blurred between what is public, private, personal or professional. REED Nepal's various social media profiles (Facebook, Twitter and Instagram) are part of a conversation between real people.

As such, activity on these platforms requires guidelines with regards to what is appropriate interaction with the REED Nepal online community. These include:

➤ Use good judgment

- o Employees, volunteers and Directors should use good judgment in all situations.

➤ Be respectful

- o Always treat others (including, customers, non-customers, co-workers, competitors, donors and donation receivers) in a respectful, positive and considerate manner.

➤ Be responsible

- o Please have the best interests of REED Nepal at heart at all times and always remain a positive advocate of REED Nepal's work. While Staff members, volunteers and Directors have the right to express themselves online, they should take individual responsibility for contributions as an REED Nepal representative on REED Nepal channels.
- o Do not post photos without permission, including photos of children without the permission of a parent or guardian (refer: REED Nepal Communications and Child Protection Policies).

➤ Tone of voice

- o Adhere to a tone of voice that is always educational, inclusive, respectful, neutral and empowering.

➤ Be ethical

- o Although staff members, volunteers and Directors are approved to represent REED Nepal in social media, they must specifically state that the views expressed in postings are their individual views.
- o Do not respond to negative or insulting commentary. Such comments will be handled offline by REED Nepal Management.

➤ **Be humble**

- o REED Nepal's goal is to make a difference to the families, children, and people in Nepal. Stay focused on working to make an impact to those that need it most in the Himalaya region.

REED Nepal has engaged the professional services of a social media agency to manage most of its social media. As part of this engagement, the agency agrees to abide by these guidelines.

REED Nepal welcomes constructive feedback and makes best endeavors to respond to comments as quickly as possible. However, REED Nepal reserves the right to remove any comments that are inappropriate due to inappropriate language, attacks on a single person or group, unsupported accusations, or spam that explicitly promotes a product or service.

If contact information is available, REED Nepal's social media agency will notify comment authors personally to advise that their comments have been removed. REED Nepal reserves the right to ban repeat offenders.