



# MT. KENYA NETWORK FORUM

## COMMUNICATION POLICY

### 1. PURPOSE

This Communication Policy establishes clear guidelines for both internal and external communication within **Mt. Kenya Network Forum (MKNF)**. It aims to ensure that all messaging is consistent, accurate, transparent, and aligned with the organization's mission of **amplifying grassroots voices for inclusive and sustainable development**.

The policy also seeks to enhance organizational credibility, safeguard MKNF's reputation, and ensure that all communications — whether digital, print, verbal, or visual — reflect the Forum's values, vision, and objectives.

### 2. OBJECTIVES

The objectives of this Communication Policy are to:

- Establish clear standards for effective communication across all platforms and audiences.

- Safeguard MKNF’s reputation, credibility, and brand identity.
- Ensure all communication is inclusive, timely, audience-sensitive, and culturally appropriate.
- Strengthen coordination and coherence across departments, partners, and communities.
- Promote transparency, accountability, and trust among stakeholders, beneficiaries, and the public.

### 3. SCOPE

This policy applies to:

- All staff, interns, volunteers, and representatives of MKNF.
- All communication produced on behalf of MKNF, including reports, publications, social media content, press releases, public statements, and community outreach materials.
- Messaging shared through partnerships or collaborations where MKNF is represented.

### 4. GUIDING PRINCIPLES

MKNF’s communication shall be guided by the following principles:

- **Accuracy:** All information must be fact-checked and verified before dissemination.
- **Clarity:** Messages should be simple, direct, and accessible to the intended audience.
- **Inclusivity:** Use language and visuals that respect gender, cultural, and social diversity.

- **Confidentiality:** Sensitive or internal matters must not be disclosed without proper authorization.
- **Timeliness:** Share information promptly to maintain relevance and responsiveness.
- **Accountability:** All messages must reflect MKNF's values and be traceable to an authorized source.

## 5. INTERNAL COMMUNICATION

### 5.1 Channels

MKNF's official internal communication channels include:

- Email
- Official WhatsApp groups
- Google Meet
- Zoom meetings
- In-person staff meetings
- Intranet (where applicable)

### 5.2 Protocols

- Major organizational updates must be shared through official email and copied to relevant team leads.
- Staff meetings should be the primary platform for collaborative decision-making and internal updates.
- Sensitive internal matters must not be shared externally without explicit authorization from the Executive Director or Head of Communication.

- Internal communication should maintain professionalism, clarity, and respect at all times.

## 6. EXTERNAL COMMUNICATION

### 6.1 Official Representation

- Only the **Executive Director, Program Leads, or designated Communication Officers** are authorized to represent MKNF in media engagements, conferences, or official forums.

### 6.2 Branding

- All external communication materials must use **approved MKNF logos, templates, and style guides** to maintain consistency and protect brand identity.

### 6.3 Social Media

- All content must align with MKNF's mission and values, amplify grassroots voices, and avoid partisan political messaging.
- Posts should be fact-based, respectful, and consistent with the organization's tone and messaging standards.

### 6.4 Press Engagement

- All press releases and media statements must be reviewed and approved by the **Head of Communication** and the **Executive Director** before release.
- Media interactions should reflect MKNF's official position and messaging priorities.

### 6.5 Community Engagement

- Communication with communities should prioritize **local languages**, cultural sensitivity, and participatory approaches.
- Messages must be tailored to local contexts to ensure accessibility and relevance.

## 7. CRISIS COMMUNICATION

- A **Crisis Communication Team (CCT)** will be activated in the event of an emergency or reputation risk.
- All external communication during crises must go through the **Head of Communication** in consultation with the **Executive Director**.
- Crisis messaging must prioritize **transparency, empathy, and factual accuracy**, and updates should be shared promptly to prevent misinformation.

## 8. APPROVAL PROCESS

All communication materials — including reports, publications, social media campaigns, press releases, and public statements — must go through a two-step approval process:

- **Technical Review:** Conducted by relevant program leads to ensure content accuracy and relevance.
- **Final Approval:** Granted by the Head of Communication and the Executive Director before dissemination.

## 9. MONITORING AND EVALUATION

MKNF will track the effectiveness and impact of its communication efforts through:

- Audience feedback and stakeholder surveys
- Social media engagement metrics and analytics
- Media monitoring and press coverage analysis
- Community response assessments

Quarterly communication reviews will inform strategic adjustments. Additionally, **annual communication reports** detailing member and partner engagement will be produced and shared with stakeholders.

## 10. COMPLIANCE AND ENFORCEMENT

- All staff, interns, volunteers, and representatives are required to familiarize themselves with and adhere to this policy.
- Non-compliance may result in corrective action, including the withdrawal of communication privileges or disciplinary measures in line with organizational policies.
- Any breach involving external communication must be reported immediately to the Head of Communication and Executive Director.

## 11. POLICY REVIEW

This policy shall be reviewed **every two (2) years**, or earlier if necessary, to reflect evolving communication needs, technological changes, or organizational priorities.

**Approved by:** \_\_\_\_\_

**Mr. Stephen Kariuki Kiboi**

Executive Director – Mt. Kenya Network Forum

**Date:** \_\_\_\_\_