

SOP Template: Communication and Announcement Dissemination

This SOP details the procedures for **communication and announcement dissemination** within the organization, covering the methods for drafting, approving, and distributing messages clearly and efficiently. It includes guidelines for internal and external communications, ensuring timely delivery, consistent messaging, and the use of appropriate channels to reach all relevant stakeholders effectively and maintain informed and engaged personnel.

1. Purpose

To establish standardized processes for drafting, approving, and disseminating official communications and announcements, ensuring consistent, timely, and accurate messaging within and outside the organization.

2. Scope

- Applicable to all internal (employees, management) and external (clients, partners, public) communications.
- Covers routine updates, critical announcements, policy changes, and crisis communications.

3. Responsibilities

Role	Responsibility
Originator	Drafts communication/announcement content following guidelines.
Department Head/Supervisor	Reviews and approves initial drafts for accuracy and appropriateness.
Communications Team	Finalizes message formatting, selects dissemination channels, and distributes approved communications.
HR/Legal	Ensures compliance with policies and regulations (if required).
All Employees	Acknowledge and adhere to received communications.

4. Procedure

1. Drafting the Communication

- Identify purpose, target audience, and key message.
- Draft message using clear, concise, and professional language.
- Ensure information accuracy and consistency.

2. Review & Approval

- Submit draft to supervisor or department head.
- Revise based on feedback.
- Obtain final approval from the authorized approver and, if necessary, HR or legal review.

3. Dissemination

- Select appropriate communication channels (e.g., email, intranet, meetings, memos, website, social media).
- Schedule announcement timing to maximize reach and impact.
- Distribute message to all relevant stakeholders.

4. Follow-Up and Record-Keeping

- Monitor receipt and acknowledgment by recipients where required.
- Address queries or feedback resulting from the communication.
- Maintain records of communication drafts, approvals, and dissemination logs.

5. Guidelines

- Use official templates and branding for all communications.
- Maintain confidentiality and data privacy as per company and legal guidelines.
- Ensure messages are accessible to all, considering language and format.

- Confirm receipt for critical communications.

6. Communication Channels

Channel	Use Case
Email	General announcements, updates, memos
Intranet/Portal	Policies, forms, official notices
Meetings & Town Halls	Live explanations, Q&A, major announcements
Bulletin Boards	Onsite notices for employees without digital access
Website/Social Media	External communications, public updates

7. Review & Revision

This SOP shall be reviewed annually by the Communications Team or as required following any significant organizational or process changes.

8. References

- Internal Communications Policy
- Data Privacy Policy
- Branding Guidelines