

Standard Operating Procedure (SOP): Communication and Publicity Strategies

Purpose:

This SOP details **communication and publicity strategies**, encompassing effective internal and external communication methods, media relations, social media management, branding consistency, public engagement techniques, crisis communication protocols, content creation and distribution, stakeholder collaboration, and performance evaluation. The goal is to enhance organizational visibility, foster positive public perception, and ensure clear, consistent messaging across all communication channels.

1. Scope

This SOP applies to all staff involved in communications, including marketing, PR, social media, and external relations teams.

2. Roles and Responsibilities

Role	Responsibility
Communications Manager	Overall strategy, approval, performance review
Media Relations Officer	Liaising with press & managing media requests
Social Media Coordinator	Content scheduling, monitoring, analytics
Content Creators	Drafting, editing, and publishing materials
Spokesperson	Official statements and crisis response

3. Procedures

3.1 Internal Communication

- Utilize regular staff meetings, newsletters, and digital platforms (e.g., intranet, emails) to share updates.
- Encourage feedback and two-way communication.
- Maintain confidentiality and accuracy of all internal messages.

3.2 External Communication

- Respond promptly and courteously to public and stakeholder inquiries.
- Draft and distribute press releases for newsworthy activities.
- Coordinate speaking engagements and interviews for leadership.

3.3 Media Relations

- Develop and maintain a media contacts database.
- Proactively pitch stories to relevant journalists and outlets.
- Monitor news coverage and respond where necessary.

3.4 Social Media Management

- Create and maintain calendars for content scheduling.
- Monitor platforms for engagement, trends, and issues.
- Respond to comments and messages in a timely manner.
- Escalate sensitive matters as defined in the crisis protocol.

3.5 Branding Consistency

- Follow official branding guidelines (logo, colors, tone, language).
- Review materials for branding compliance prior to publication.

3.6 Public Engagement

- Organize community events, public forums, and outreach programs.
- Encourage feedback from the public and stakeholders through surveys and direct communication channels.

3.7 Crisis Communication

- Activate the crisis communication plan (refer to appendix) upon any incident that may impact reputation or operations.
- Ensure only authorized spokespersons communicate externally.
- Issue timely updates to staff, public, and media as information becomes available.
- Conduct post-incident reviews to assess response effectiveness.

3.8 Content Creation & Distribution

- Ensure all content aligns with organizational values, purpose, and voice.
- Quality control through approvals and fact-checking.
- Use a variety of formats: written, visual, and multimedia.

3.9 Stakeholder Collaboration

- Identify and map key stakeholders for targeted communication.
- Partner on campaigns, joint statements, and community projects when appropriate.

4. Performance Evaluation

- Track key performance indicators (KPIs), such as media coverage volume, social media engagement, public sentiment, and event attendance.
- Conduct regular reviews and adapt strategies based on outcomes and feedback.

5. Documentation and Records

- Maintain archiving of all published communication materials.
- Log significant media interactions and crisis communications.
- Retain performance evaluation reports for 3 years minimum.

6. Review and Revision

This SOP will be reviewed annually or following significant changes in communication technology, organization policy, or after a major incident requiring communication review.

Appendices

- **Appendix A:** Contact List (media, stakeholders, key staff)
- **Appendix B:** Crisis Communication Checklist
- **Appendix C:** Branding Guidelines (logo usage, fonts, color codes)
- **Appendix D:** Content Approval Workflow