

SOP: Communication and Notification Protocols (Internal and External)

This SOP details the **communication and notification protocols** for both internal and external parties, ensuring timely and effective information flow. It covers methods for alerting staff, management, and external stakeholders during routine operations and emergency situations, defines roles and responsibilities for message dissemination, outlines the use of communication tools and channels, and establishes guidelines for documentation and follow-up to maintain transparency and coordinate responses efficiently.

1. Purpose

To establish clear and effective communication and notification procedures for delivering timely, accurate, and consistent information to all relevant parties during routine and emergency situations.

2. Scope

This SOP applies to all employees, management, and designated external stakeholders within the organization.

3. Roles and Responsibilities

Role	Responsibilities
Department Managers	Initiate communication in their areas; ensure protocol compliance; report updates to leadership.
Communications Officer	Draft and disseminate official messages; select appropriate channels; maintain records of communications.
HR	Distribute internal notifications and updates; track employee acknowledgements.
IT Support	Maintain communication tools and infrastructure; provide technical support.
Executive Team	Approve emergency and crisis communications; communicate with external stakeholders as necessary.

4. Communication Tools and Channels

- Email (internal and external)
- Instant messaging platforms (e.g., Slack, Teams)
- Telephone calls / SMS / Company PA systems
- Internal social network / Intranet portal
- Press releases, website updates, and social media (external)

5. Communication Protocols

5.1 Routine Operations

1. Messages are prepared by the Communications Officer and approved by Department Management as needed.
2. Information disseminated through pre-designated channels, as per the type and audience of the message.
3. Acknowledgement of receipt required for key internal communications.

5.2 Emergency Situations

1. Initial alert issued by relevant personnel (first responder/manager) via the fastest available means (typically by phone/instant message/alert system).
2. Communications Officer drafts official notice based on provided information.
3. Executive Team reviews and approves the message (if urgent, follows expedited workflow).
4. Notification disseminated to all affected parties; external notifications handled as per crisis communication plan.

5. Ongoing updates provided until incident is resolved.

6. Documentation and Follow-Up

- All communications must be documented (date, sender, recipient, medium, and content).
- Maintain logs in a secure, central repository.
- Review communication effectiveness post-incident or major routine event.
- Follow up to confirm information was received, understood, and acted upon as necessary.

7. Revision and Review

- This SOP is to be reviewed annually or in the event of a significant incident.
- Revisions require approval from the Executive Team and documented version control.

8. References

- Company Crisis Communication Policy
- Employee Handbook
- Data Protection and Privacy Policy