

# Standard Operating Procedure (SOP)

## Communication and Publicity Guidelines

This SOP establishes **communication and publicity guidelines** to ensure consistent, clear, and effective messaging across all platforms. It covers the protocols for internal and external communications, media relations, social media usage, branding standards, and the approval process for publicity materials. The goal is to maintain a positive public image, foster transparency, and enhance stakeholder engagement through coordinated communication efforts.

### 1. Purpose

To provide clear standards and procedures for all communication and publicity activities, maintaining brand consistency and ensuring compliance with organizational values and policies.

### 2. Scope

Applies to all employees, contractors, and representatives who participate in creating, distributing, or approving messages or publicity materials on behalf of the organization.

### 3. Responsibilities

- **Communications Team:** Develops and distributes key messages, monitors media, manages inquiries.
- **Department Heads:** Review and approve department-specific communications.
- **All Staff:** Follow these guidelines for any public or internal communications.

### 4. Communication Protocols

Type	Protocol
Internal Communications	Use official channels (email, intranet, meetings). Avoid sharing sensitive organizational information outside authorized forums.
External Communications	All external statements must be approved by the Communications team. Use approved templates and branding.
Media Relations	Direct all media inquiries to designated spokespersons. No unauthorized interviews or statements.
Social Media	Follow the organization's social media policy. Only authorized personnel may post on official channels. Monitor for negative or inaccurate coverage and report to Communications.

### 5. Branding Standards

- Use approved logos, fonts, and color schemes in all publicity materials.
- Refer to the branding manual for proper usage.
- Regularly update templates to reflect brand refreshes.

### 6. Approval Process

1. Draft content is prepared according to guidelines.
2. Content is submitted to Communications for review.
3. Communications team checks for accuracy, consistency, and brand compliance.
4. Final approval obtained from Department Head or designated authority.
5. Approved material is distributed or published.

### 7. Monitoring and Review

- The Communications team will regularly review materials and practices for compliance.
- Feedback and updates to guidelines will be communicated internally.

### 8. Records and Documentation

- Maintain records of all approved messages, press releases, and public statements.
- Archive publicity materials for at least 2 years or as per the document retention policy.

9. Compliance

Failure to comply with these guidelines may result in disciplinary action. All employees are encouraged to seek clarification if unsure about communication protocols.

10. Revision History

Date	Version	Changes	Approved By
2024-06-10	1.0	Initial SOP issued	Head of Communications