



HSNP COMMUNICATIONS POLICY

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Definition of Terms

Programme communication: the activities undertaken by HSNP to communicate with internal and external stakeholders as well as with the wider public. The term implies an emphasis on promoting a sense of programme identity and ownership, thus presenting a consistent and coherent programme image.

Crisis communication: designed to protect and defend HSNP in case of a swelling public challenge to its reputation, coupled with its brand or community or both. Guides on how the programme prepares and responds during crisis situations to various audiences that are important to the programme such as employees, the media, government, law enforcement and general public at large

Internal communication: exchange of information and messages between HSNP PILU Staff, and NDMA, across all levels from the National, County and sub-County. This relates to communication through the set formal structures and channels for both vertical and horizontal organizational systems.

External communication: the exchange of information and messages between the HNSP/NDMA and organizations, groups, or individuals outside its formal structure. This relates to how HSNP programme manage communication relationships, information packaging and dissemination with external target audiences to gain support in advancing the Social Protection agenda

Spokesperson: someone engaged, elected or appointed to speak on behalf of HSNP.

Collaborating Partners/ institutions: institutions with which HSNP has entered into formal agreements.

Stakeholder: a person, group or organization with a stake in HSNP.

Media: a means of communication that reaches or influences people widely and rapidly where necessary.

Communications channel: a medium through which a message is transmitted to its intended audience

HSNP Communications strategy: a plan of action or policy designed to guide HSNP to communicate effectively and meet core programme objectives.

1.0 Communication Policy

a. Principles of good communication practice

HSNP is committed to provide its stakeholders with timely, accurate, clear, objective and complete information about its policies, innovations, operations, and results. To realize HSNP's communication goal, this policy outlines core principles of good communication practice as a guide to its stakeholders. It is appropriate to adapt these principles to suit the working environment. HSNP Communications policy conforms to [NDMA's Communications Policy](#).

b. Effectiveness

HSNP will ensure that all communication is effective and appropriate and shall provide information and respond to requests by stakeholders through appropriate communication channels.

c. Clarity

HSNP undertakes to transmit clear, uniform and easily understood information, using as appropriate the approved logos, corporate colors and publications to reinforce, clarify or authenticate communication.

d. Pro-activity

HSNP will continue to demonstrate leadership by proactively seeking and engaging external contacts in areas of mutual interest in line with its core communications objectives. Refer to [HSNP Communications Strategy 2013-17](#).

e. Transparency

HSNP shall continue to be as transparent and accountable as possible, providing reasons for decisions made, while the management shall openly engage in dialogue as appropriate.

f. Efficiency

HSNP shall endeavor to ensure that all information reaches the intended recipients on time.

g. Cultural awareness

As a national programme that is international in character, HSNP shall continue to respect cultural diversity of all stakeholders in its communication.

h. Responsibility

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HSNP shall endeavor to ensure that editorial operations and marketing of HSNP's products, which constitute an integral part of the institution's communication process, reflect a high level of accountability and responsibility.

i. Integrity

Internal and external communication, like all other HSNP activities shall continue to be guided by high levels of integrity.

j. Best practices

Best communication practices call for clarity. All our communication processes in HSNP must therefore be guided by the same values that characterize the best communication practices worldwide.

2.0 HSNP Spokesperson

On all matters pertaining to HSNP, the Chief Executive Officer of NDMA is the spokesperson. From time to time as and when necessary, the CEO may authorize other Senior NDMA Managers to be spokespersons. These Senior NDMA Managers will be fully informed on developments in HSNP requiring external communication or response. In this connection, PILU is expected to keep the spokespersons apprised on significant developments in HSNP.

3.0 Audiences

HSNP has two types of target audiences or publics: internal and external. *Refer to [HSNP Communications Strategy 2013-17](#).*

3.1 Internal audiences

The internal audiences of HSNP are staff in PILU, NDMA across all levels from the National, County and sub-County.

3.2 External audiences

The external audiences of HSNP include beneficiaries, DFID, Implementing partners, other related Government Ministries, Social Protection Secretariat, County officials, Chiefs & Assistant Chiefs, donors, development partners, media, and the general public. *Refer to [HSNP Communications Strategy 2013-17](#).*

To this end, HSNP Communications will seek to:

- Provide timely, accurate and objective information to all the target audience,

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- Maintain an open door policy culture,
- Package as newsworthy and current information coming from HSNP, and
- Monitor and improve communications continuously.

3.3 Types and methods of communication

3.3.1 Internal communication

To maintain a good working environment for the realization of its core objectives, HSNP aims at facilitating efficient and effective internal communication to staff in PILU, NDMA across all levels from the National, County and sub-County. In this respect, it will utilize, but not limited to utilizing, these: Emails, letters, memos, telephone calls, face to face meetings, Mass SMS, Skype, WhatsApp, Google+, Google Docs, podcasts, video conference, presentations and collaborative portals.

All communication should be easy to understand and devoid of slang, obscene, offensive or discriminatory remarks, ethnic/ racial slurs, or sexist innuendoes.

3.3.2 External communication

The main channels for external communications include the following:

- a. Print & electronic: email correspondence, mass SMS messaging, press releases, presentation materials (leaflets, posters) mobile phones, information materials (soft and hand copies), publications (e.g. articles on SP), educational kits
- b. Media channels: radio, TV, newspapers
- c. Social media: websites, blogs, twitter, Facebook, WhatsApp, Flickr, YouTube
- d. Mobilisation: Public barazas, seminars, press conferences, roadshows and speaker mounted vehicles. *Refer to HSNP Communications Strategy 2013-17*

E-mail and the web are one of the channels of electronic communication used by HSNP. The Communications Specialist shall have the overall administration and editorial responsibility for [HSNP website](#) and all the social media platforms ([Facebook](#), [Twitter](#)). The content of HSNP web pages should always be up-to-date, user-friendly and regulated to conform to the objectives of the programme.

3.3.2.1 Email Communication policy

- **HSNP** email service can be accessed anywhere by opening in OUTLOOK.
- All official communication by staff shall be done through the HSNP email addresses. Recipients generally consider the contact information at the foot of an official email as an official position of that entity. The footer shall be an avenue of projecting the overarching goal of HSNP and its mandate e.g. *See how HSNP is helping in achieving SDGs in reducing extreme poverty and hunger in Northern Kenya www.hsnp.or.ke*
- HSNP shall not allow unethical use of official emails. HSNP considers as **unethical** the access, storage and dissemination of material that is inappropriate or illegal such as;

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- language, messages, or other material that are fraudulent, obscene, abusive, derogatory, or inflammatory
- material that is pornographic or sexually explicit
- material promoting sexual exploitation, discrimination, racism, hate, or violence
- information concerning gambling, drugs or weapons
- material which violates copyright or intellectual property rights

4.0 Crisis response

Crisis communication relates to how HSNP prepare and respond to emerging concerns in a manner that protects and preserves the image and reputation of the programme to various important target audiences such as employees, beneficiaries, the media, government, donors, implementing partners, law enforcement and general public at large during crisis situations. [Refer to HSNP Crisis Communications Strategy](#)

Policy:

- a) The CEO- NDMA is the official spokesperson that will be the primary contact to all media enquiries during the crisis situation At the County level, the CDCs will be the key person responsible to address the media as guided by the Headquarters. DFID will also establish the same to address possible question from UK media.
- b) The HSNP Communication Specialist is the internal communications manager responsible for communicating all essential information to all involved internally. HSNP Media strategy that will establish and maintain relationship with the local media.
- c) HSNP Team Leader, HSNP will develop matrixes that document risks and mitigation measures to predict where potential crises may arise and how to effectively management the situations.

5.0 The Management at National and County:

Policy

All the managerial staff shall ensure that:

1. All staff members are sensitized on HSNP Communication Policy,
2. Communication systems and processes actively support of core HSNP objectives,
3. They act as role models by leading by example and demonstrating good practice in all aspects of communication, see sample [Effective email correspondence](#),
4. Effective, timely and appropriate feedback is provided to staff and partners,
5. They reflect on communication standards and practices within their respective teams and identify opportunities for improvement,
6. They take action to ensure they are resolved amicably where staff raise issues of poor communication,
7. There is effective communication between the staff, students and other stakeholders,
8. They support and promote a culture that encourages inclusion, transparency and involvement of

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all concerned parties,

9. All staff members in their areas of responsibility have an understanding of the strategic direction of the programme, NDMA and Government, and
10. There is consistency, equity and parity in communication processes across HSNP.

6.0 Monitoring and Evaluation

Communication Specialist in collaboration with PILU members shall:

1. Develop appropriate strategies for monitoring and evaluation of the Communication Policy,
2. Carry out annual evaluation on the implementation of the policy, and
3. Define the short-term, mid-term and long-term interventions based on the outcomes of the evaluation reports.