



NSETTE FOUNDATION UGANDA

Nsette Foundation Uganda Communication Policy.

Scope of the Policy

This policy establishes the principle of communication done by Nsette Foundation Uganda or people on its behalf such as by member writers, photographers, bloggers, and social media users commissioned by Nsette Foundation Uganda for internal or external audiences and give guidelines on decisions that influence communications.

It will help achieve the organization's strategic vision and objectives and ensure a consistent and coherent approach to both internal and external communications.

Nsette Foundation Uganda relies on its stakeholders and forums to be sources of information's is the facilitator and coordinator of initiatives taken by communicators in the alliance, who are, additionally, sources of communications input.

Nsette Foundation Uganda encourages free, respectful and truthful communication and provides avenues and facilities to enable this.

This policy applies to all Nsette Foundation Uganda staff, volunteers, career breakers, short stay missionary, Gap Year students and any other person who may be under the care of Nsette Foundation Uganda at a given time.

1. Definitions

For the purpose of this policy:

Information means any content in paper, electronic version or other medium, concerning a matter relating to Nsette Foundation Uganda.

Communications are the systems and processes used to communicate information via various media.

Internal communication

a) Staff and volunteers can freely communicate amongst themselves in such a manner that promotes teamwork, demonstrates respect for one another, portrays a good image of the organization and contributes to the growth of the organization.

- b) Any misunderstandings shall be handled amongst individuals in a respectful manner
- c) All grievances, conflicts and/or concerns shall be reported to the respective department head who shall mediate resolutions.
- d) It is the responsibility of the department head to raise any concerns to the Director on behalf of a member of the respective department. In the event that this has not been possible, the specific individual concerned or affected may raise the concern to the Director.
- e) Private and/or confidential information/communication shall not be shared or discussed with other parties save for those for whom it was intended.

External communication

- a) The Director has the overall responsibility to communicate to the donors, partners, media and public on behalf of the organization.
- b) Unless authorized or specifically appointed, no staff or volunteer or any other person shall communicate with the donors, partners, media, the public or any other party on behalf of Nsette Foundation Uganda
- c) A copy of all communication made to external parties shall be kept on file for possible future reference.

Purpose of communication

The policy aims to provide a guideline for communication toward achieving particular results, those being to:

- ü Describe Nsette Foundation Uganda's mission, beliefs, objectives
- ü Publicize the successes, significant change and lessons learned in the course of its mandate
- ü Publicize Nsette Foundation Uganda's work, and build its reputation as a Charity Organization
- ü Publicize Nsette Foundation Uganda's work in quality and accountability, being transparent about successes and areas for improvement, sharing learnings and best practices
- ü Support members in their communications efforts to raise funds from donor constituencies, the general public, foundations, the private sector and other funding agencies
- ü Explain to local communities with whom we work the principles and activities of Nsette Foundation Uganda .

1. Target audiences

Nsette Foundation Uganda has identified groups to which it wishes to convey its communications messages:

Nsette Foundation Uganda members' staff and volunteers, church leaders and other key stakeholders:

Local communities: A vital audience, primarily the responsibility of members, which communicate with local communities in ways that are appropriate to their context. Government, civil society, private sector, academia and the faith community

2. Ethics and standards

Nsette Foundation Uganda adheres to a faith -based and truthful approach in all its communications:

- I. ü Nsette Foundation Uganda and its members must generate public interest within the framework of reporting that is sensitive to the needs of the people we seek to assist and that respects their dignity.
- II. ü Nsette Foundation Uganda's images are to be used to create attention about its activities. It treats photo subjects with respect and avoids photographing people in humiliating situations. If possible, photographers must seek the agreement of people being photographed and inform them that the photo may be used widely. All photographs of children MUST have parental or guardian consent, as per the Nsette Foundation Uganda child protection policy.
- III. ü Photos presented by Nsette Foundation Uganda are available for all members, except when restrictions are mentioned. Cropping the faces of people in photos, using people's photos as 'wallpaper' i.e. out of context or uncaptioned, and printing words over pictures of people's faces are unacceptable.
- IV. In addition, Nsette Foundation Uganda complies with the General Data Protection Regulation (GDPR) of NGO Bureau and other data protection laws that govern the gathering, storage and use of personal information about people.

3. Principles of communications

Nsette Foundation Uganda communications will be:

- I. i Clear, concise, use plain language and established criteria to be understood to as broad an audience as possible only by using direct language, unfettered by jargon, nouns and other language, which cannot cloud understanding and the audiences obtain the greatest understanding of Nsette Foundation Uganda and its work.
- II. Material must be credible and authoritative, balanced, informed and newsworthy. The angle of reports, articles and press releases should be articulated clearly. Nsette Foundation Uganda writers, photographers, bloggers and social media users must always be mindful of the intended audience.
- III. v All communications should convey Nsette Foundation Uganda messages, vision and priorities either explicitly or implicitly in a way, which is easily and immediately understandable. Nsette Foundation Uganda must always be clear about what it stands for.

IV. Nsette Foundation Uganda communications should work within defined reporting criteria that allow it to prioritize and articulate clearly the issues and subjects to which Nsette Foundation Uganda communicators will devote time. This is particularly important during emergencies when information must be presented quickly and in line with the criteria for reporting emergencies.

4. Updated Communications Policy

Nsette Foundation Uganda communications staff is mandated to improve the ‘visibility’ of Nsette Foundation Uganda in the media and before key influential audiences.

Nsette Foundation Uganda’s relationship with the media must be seen as reciprocal:

- a) Media seek news of interest to their audiences and Nsette Foundation Uganda can be a strong source of such information but at the same time, if Nsette Foundation Uganda is to seek media attention, it needs to produce information that suits the news media agenda and is truthful, whether a compelling story about a person or a community.
- b) To work with the media, Nsette Foundation Uganda communications must be based on first-hand observation and research, be quick, substantiated, easily understandable, and answer standard questions. Furthermore, it must be provided in a format, which is readily edited, multiplied and quickly distributed, as well as in technically good quality.
- c) National and regional media are important means by which members gain publicity in their country. The Nsette Foundation Uganda Secretariat is not allowed to write or to communicate to these media unless it agreed within the Organization.
- d) Nsette Foundation Uganda brand must be respected. Co-branding is not allowed.
- e) Use of name and logo without permission is punishable by Law.

2. Editorial responsibility.

The Nsette Foundation Uganda Communications Manager has editorial accountability for all Nsette Foundation Uganda productions, such as website content, press releases, brochures, leaflets and reports. They must work in close cooperation with management and operations officers, staff of member organizations. In the event of a disagreement between members or between members and Nsette Foundation Uganda, the Director and the Board of Trustees should follow all channels of mediation.

a) Language

The official languages of the Nsette Foundation Uganda Communications is English with the logo being in English. All mandatory policy documents are produced in English. When information is directed to groups with different working languages, Nsette Foundation Uganda commits to producing translated materials as and when finances and time allow. Members are encouraged to offer publications and information to the communities with whom we work in local

languages and dialects whenever possible. Members are further encouraged to assist in translation of Nsette Foundation Uganda material that is of particular concern to them and their audiences.

b) Spokesperson

The Communications Manager is the one who carry and share Nsette Foundation Uganda information when it is necessary. Additionally, selected members from within the Organization as well as members of staff in the field can speak on behalf of Nsette Foundation Uganda if prior approval from the Manager has been given. They will delegate spokesperson responsibility on given issues or emergencies. Any statement on behalf of Nsette Foundation Uganda is to be approved by the Communications Manager or the Director.

c) Sign-off process

The person responsible for all communications has the final sign-off on statements and positions adopted by Nsette Foundation Uganda. Any person party to the sign-off process will comment and respond as soon as possible so as not to compromise the timeliness of the communication.

d) Social media and the internet

- i) Nsette Foundation Uganda is computing and email facilities shall be used in a sensible, professional, lawful and in consistency with one's duties and with respect for others
- ii) All information pertaining to Nsette Foundation Uganda's business operations, clients/beneficiaries, donors, sponsors, service providers or any other individuals who interact with Nsette Foundation Uganda is confidential and care should be taken not to transmit it to other parties without authorization.
- iii) Computing, email and internet facilities are provided for official/business use. Limited personal use is permitted.
- iv) Nsette Foundation Uganda has three primary social media platforms – Instagram LinkedIn and Facebook – to which it regularly uploads links to website articles, member articles and links to interesting articles and reports.
- v) Nsette Foundation Uganda recognizes that photos must be true to reality without needlessly showing despair or suffering,
- vi) Nsette Foundation Uganda encourages members to submit hopeful images. Nsette Foundation Uganda is looking for images that show members' work,
- vii) Nsette Foundation Uganda does not sell or otherwise receive material gain from its photos, videos or stories. Nsette Foundation Uganda and its members must credit photos with: Nsette Foundation Uganda /member name/photographer and informed and implied consent

Photographers working on behalf of Nsette Foundation Uganda must, wherever possible, obtain informed consent from photo subjects, i.e. they should identify themselves and attempt to ensure the subject(s) have a general understanding of the purpose of the photography before the photo

shoot. The photographer should do their best to secure a signed media release form from subjects ideally before, but potentially after, the images are gathered. Nsette Foundation Uganda understands that it is impossible to insist on informed consent in every instance. The subject should understand that his or her story and/or photo might be known and seen by others far outside the community.

1. Written permission

Nsette Foundation Uganda aims to obtain written permission or verbal permission from people unable to read or write when extensive reporting is made whenever possible. This is even more important when:

- a. The person's face or name is visually identifiable in the photo,
- b. Nsette Foundation Uganda intends to publicly identify the person's personal sensitive situation in a story or photo caption,
- c. The person in the photo is a child, a traumatized or stigmatized person or a person living with HIV, and/or will be identified in relation to sensitive health behavior (e.g. was/is trafficked as a sex worker, use of alcohol or illegal drugs, sexual orientation, etc.) and/or was/is involved in criminal behaviour either as perpetrator or survivor (e.g. sexual or physical abuse). These conditions apply to both children (i.e. under 18) and adults.
A child should not be identified in public information, although their name should be included with any written permissions. In cases where an adult is visually recognizable and will be identified with personal sensitive information, the individual should sign a release form.
- d. All photographs of children must be taken in accordance with the Child Protection Policy. Records of permission must be kept with the images where at all possible, to comply with GDPR and it should indicate if permission was granted for their being taken or not.

e. Use of photographs from other sources

Where NFU is provided with photographs from its members, their partners, organizations or other individuals, NFU will follow any restrictions placed on that photograph including restrictions on use, correct use of credits, and ability to share among other members and the public. The responsibility for reaching informed consent and setting restrictions on photo use rests with the copyright holder.

1. Copyright on photographs

Freelance photographers keep ownership and copyright of photos, not Nsette Foundation Uganda. Nsette Foundation Uganda staff cannot sell photos taken on assignment for Nsette Foundation Uganda; intellectual property created by an Nsette Foundation Uganda employee is the property of Nsette Foundation Uganda. Any copyright on work done by staff in the course of their official duties shall be vested in Nsette Foundation Uganda, unless otherwise agreed. Contracts with external photographers can ensure that the owner of the photos becomes part of Nsette Foundation Uganda targets.

2. Communication policy for visiting teams or individuals

Communication with your family, friends, church and supporters is vital. Not only in order to pass on information but also ensure ongoing emotional, spiritual, financial and logistical support for you. All the visiting teams are called to:

To tell your host (or their representative) immediately if there is a problem. As soon as you have told them, please ring us. It does not matter if the problem is physical, emotional, mental, spiritual or logistic. If no one apart from you knows about it, then no one can help. Even if you do not think, we can do anything about it tell us anyway!

Communication with the visitor's coordinator at least once a week about how you are doing. If this does not happen, the Communication Manager will need to find out what is wrong.

Regular communication with your family, close friends and church to let them know you are all right.

You have to be sensitive about what information you send to whom. Please don't compromise the privacy of your team mates or the people you work with by sharing private information with everyone on Facebook especially photos or details about vulnerable adults or children. Please do not compromise Nsette Foundation Uganda privacy by handing out the details of the Organization to anyone and without permission. It is punishable to the extent of shortening your visit or mission.