

# **Disability Empowerment Society Nepal**

## **Communication Policy**

### **1. Introduction**

The Disability Empowerment Society Nepal (DESN) recognizes the importance of effective communication in achieving its mission and goals. This policy outlines the principles and guidelines for all internal and external communications to ensure consistency, transparency, and alignment with DESN's values.

### **2. Scope**

This policy applies to all DESN staff, volunteers, consultants, and partners. It covers all forms of communication, including verbal, written, digital, and social media.

### **3. Objectives**

- Ensure clear, accurate, and consistent communication both internally and externally.
- Promote DESN's mission, values, and achievements.
- Protect the confidentiality and integrity of sensitive information.
- Foster an open and inclusive communication environment.

### **4. Principles**

1. **Transparency:** Communication should be open, honest, and transparent.
2. **Accuracy:** Information shared should be accurate, timely, and relevant.
3. **Respect:** All communications should be respectful and considerate of cultural, social, and individual differences.
4. **Confidentiality:** Sensitive information should be protected and shared only with authorized individuals.
5. **Inclusivity:** Ensure all communication is accessible and inclusive, considering the needs of individuals with disabilities.

### **5. Internal Communication**

1. **Regular Updates:** Provide regular updates to staff and volunteers through meetings, emails, and newsletters.
2. **Open Channels:** Maintain open channels for feedback and suggestions from staff and volunteers.
3. **Coordination:** Ensure effective coordination and information sharing across all departments and teams.

### **6. External Communication**

1. **Public Relations:** Promote DESN's activities, achievements, and events through press releases, social media, and the website.
2. **Media Relations:** Maintain positive relationships with media outlets and respond promptly to media inquiries.
3. **Stakeholder Engagement:** Communicate regularly with stakeholders, including donors, partners, beneficiaries, and the community.

## 7. Digital and Social Media

1. **Official Channels:** Use official DESN social media accounts and the website for all digital communications.
2. **Content Management:** Ensure all digital content is accurate, respectful, and aligned with DESN's values and policies.
3. **Responsiveness:** Respond to inquiries and comments on digital platforms promptly and professionally.
4. **Privacy:** Protect the privacy of individuals by not sharing personal information without consent.

## 8. Crisis Communication

1. **Preparedness:** Develop a crisis communication plan to address potential emergencies and issues promptly.
2. **Spokesperson:** Designate a spokesperson to handle all media inquiries and public statements during a crisis.
3. **Timely Updates:** Provide timely and accurate updates to all stakeholders during a crisis.

## 9. Confidentiality and Data Protection

1. **Sensitive Information:** Handle sensitive information with care and share it only with authorized individuals.
2. **Data Protection:** Ensure compliance with data protection laws and regulations in all communications.
3. **Consent:** Obtain consent before sharing personal information or images of individuals, especially children.

## 10. Training and Awareness

1. **Training Programs:** Provide training for staff, volunteers, and partners on effective communication practices and policies.
2. **Awareness Campaigns:** Conduct awareness campaigns to promote understanding and adherence to the communication policy.

## 11. Monitoring and Evaluation

1. **Feedback Mechanisms:** Implement mechanisms to gather feedback on communication effectiveness from staff, volunteers, and stakeholders.

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- Regular Reviews:** Regularly review and update the communication policy to ensure its relevance and effectiveness.

## 12. Responsibilities

- **Senior Management:** Ensure the implementation and enforcement of the communication policy.
- **Communication Team:** Develop and manage communication strategies, plans, and content.
- **All Staff and Volunteers:** Adhere to the communication policy and participate in training and awareness activities.

## 13. Conclusion

DESN is committed to maintaining effective communication that supports its mission and values. By adhering to this policy, we aim to ensure clarity, consistency, and inclusivity in all our communications.

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### Approved by:

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