

Media Communication Policy

Description: This policy defines who is authorized to communicate on behalf of the organization to the media and outlines the procedures for handling public communications.

Category: Communication

1. Purpose

To ensure consistent, accurate, and professional communication with media outlets by regulating who can speak on behalf of the organization and how public statements are made.

2. Scope

This policy applies to all employees, departments, and representatives of the organization.

3. Authorized Spokespersons

- Only designated individuals are permitted to speak to the media on behalf of the organization.
- Typically, this includes executive leadership, the communications director, or an official spokesperson.
- No other employee may make statements to the media without prior authorization.

4. Media Inquiries

- All media inquiries must be forwarded to the communications department or the designated spokesperson.
- Employees must not respond to journalists or public media without prior clearance.

5. Public Statements and Interviews

- Any public statement, press release, or interview must be pre-approved by the communications department.
- Statements must align with the organization's values, mission, and communication strategy.

6. Social Media Communications

- Employees must not post sensitive or internal information about the organization on social media.

- Only authorized accounts may represent the organization officially on social platforms.

7. Crisis Communication

- In case of emergencies or public incidents, all communication must be centralized through the crisis communication team.
- No statements should be made until the official response is approved.

8. Violations

- Breaches of this policy may result in disciplinary action, including formal warnings or termination depending on the severity.

Created by: Admin

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