

**COMMUNICATIONS
AND
RESOURCE MOBILIZATION**

COMMUNICATIONS POLICY

1. Introduction

Communications is the key element in all areas of work, both internally and externally, involving members, volunteers and staff at all levels.

Currently the only guidance available on Communications is within the scope of the MRCS Constitution also known as the Corporation Rules, revised and adopted in 2001. This is reflected in Part XII, Rule 65-67, which provides broad directives in the following areas such as; Communications with the Movement, Communications with the Government, Communications with National Headquarters, Communications with the Chapters and Branches, Restrictions on Communication with another Branch, Restriction on Communications with the Chapters on another Branch, Communications by Post, Broadcasting and Publishing and Representation in other Organization.

2. Purpose

The purpose of the Policy is to provide guidance and directions for effective communications at all levels in order to promote and position the MRCS amongst key stakeholders as a leading humanitarian organization in Malaysia.

3. Scope

This Policy is a guidance document for internal and external communications activities of the MRCS at all levels including media relations, digital communication, advocacy and corporate communications.

4. Basic Principles

This Policy is guided by the seven Fundamental Principles of Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality; and the MRCS Ethical Code.

5. Objectives

The objectives of the Communications Policy are:

- To provide clarity in the understanding and implementation of the communication activities at all levels.
- To ensure that governance, staff, volunteers and members are committed to promoting the identity of MRCS to all stakeholders and understand their role, responsibilities and conduct in relation to communications.

6. Policy Statements

6.1 Internal Communications

At all levels of the Society, information sharing amongst Red Crescent officials, staff, volunteers and members is encouraged. Members of MRCS may use informal means of communications including social media and are expected to act responsibly in their communications, safeguarding the reputation of the Society. Official communications should comply with the rules in the MRCS Constitution and Handbooks.

6.2 External Communications

6.2.1 Advocacy

MRCS has a responsibility to advocate on issues of humanitarian concern. Advocacy should be conducted in accordance with officially agreed positions taken by MRCS Management within the scope of the Society's auxiliary role.

6.2.2 Digital Communication

The MRCS communications department is responsible for the Society's official website and social media platforms. Requests by other departments, offices or programmes wishing to establish a digital presence must be sanctioned by the Secretary General.

Those using social media and social messaging applications on a personal level remain bound by the Code of Ethics and the Fundamental Principles in all interactions.

6.2.3 Corporate Communications

The MRCS communications department is responsible for providing clear guidance and direction in corporate communications. Standard templates should be followed on corporate stationery. Publications, audio-visual materials and marketing materials should conform with the Society's brand identity and adhere to a common visual identity.

The use and reproduction of the MRCS logo should adhere to the Society's guidelines on the protection and use of the emblem. The MRCS logo, emblem and flag are not authorized for use in private/individual social media communication

6.2.4 Media Relations

MRCS recognizes the media as an important stakeholder to raise awareness of humanitarian issues and support the goals of the Society. Means of communications to the public is through the print, electronic and digital media.

MRCS Communications Department is the focal point for media relations at the National level. The leadership of Branches and Chapters are actively encouraged to engage in media relations in their local constituencies and assign responsibilities for this function within their structure.

Official Spokespersons:

Official spokespersons must be designated at National Headquarters and Branches to control and streamline key messages and communications flow. The leadership of Branches and Chapters may identify spokespersons at the local level to speak to the media. Media spokespersons should have relevant skills and experience.

In its communications, the MRCS should respect the dignity and privacy of the people it works with and supports. Data protection concerns must be considered when publishing articles or photos for wider consumption. Consent should be obtained when taking and reproducing photographs and personal information.

6.2.5 Community Engagement

Community engagement is an integral part of the work of MRCS in times of emergency and in non-emergency situations. The MRCS recognizes that effective communications with vulnerable groups and clients of MRCS is a collective responsibility that is integrated across all programme sectors and serves as an effective accountability mechanism

7. Approval/Revision/Implementation of the Policy

The National Executive Board of the Malaysian Red Crescent Society approves this Policy and its implementation. It shall be reviewed every five years by the Secretary General.

The National Communications and Publicity Committee and the Secretary General, supported by the Communications Department are responsible for the implementation, monitoring and review of this Policy.