



អង្គការ រួមគ្នាដើម្បីអនាគត
LET US CREATE FUTURES

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LUCF COMMUNICATIONS AND MEDIA POLICY

1. Introduction

As a social development organization Let Us Create Futures (LUCF) needs to be able to communicate about its vision, mission, and goals to its internal and external stakeholders. This way, LUCF will be able to actively engage its partners from the government, private sector, and civil society, as well as the communities it is serving. The general public also needs to understand LUCF programs and projects, thus quad media (television, radio, print, and online) are very important tools get LUCF's message across.

Communications is needed to boost the organization's brand and identity, gain public trust, raise awareness and understanding of LUCF's core work and enhance commitment and support from employees, board of directors, partners, and donors.

Let us Create Futures has a team of skilled staff who work directly with beneficiaries in the community. The LUCF staff team abides by a strict Child Protection Policy. These individuals are equipped with skills, knowledge and have built trust with beneficiaries in the community. One of the primary aims of the organization is to protect all beneficiaries, especially children. This policy will help ensure that they are protected during all LUCF activities.

LUCF communications are in accordance with other LUCF organizational policies and comply with relevant laws of the Royal Government of Cambodia.

2. Policy Objectives

The LUCF Communications and Media Policy is intended to achieve the following objectives:

- 2.1. To guide and coordinate effective, accurate and transparent communications to LUCF's internal and external stakeholders.
- 2.2. To communicate information to the public and the media in a consistent manner for efficient and effective information management flow.
- 2.3. To provide clear tasks and responsibilities and guidance to relevant employees, boards, consultants, and volunteers in relation to media and communications.
- 2.4. To help ensure the protection of children and vulnerable sectors who access LUCF's programs.

3. Guiding Principles

3.1. Transparency

LUCF Communications operates on openness, accountability and credibility to its stakeholders and the general public.

3.2. Professionalism

LUCF is responsible and respectful of confidentiality, timelines, LUCF communications is consistent, positive, and constructively contributes to social development in Cambodia. LUCF protects vulnerable groups, especially, women, children and the differently abled in all its communications activities.

3.3. Value-adding

Communication should be positive and value adding. LUCF will refrain from sharing irrelevant information, and other information that do not advance its vision, mission, and goals. Sharing of information and experiences should benefit the whole social development community and ultimately the communities LUCF serves.

4. Persons Responsible

All LUCF employees, members of the board, consultants, partners, and volunteers should adhere to the provisions of this policy.

The Official Spokesperson of LUCF is the Executive Director for the internal and external audiences. However, each lead/head is responsible for how their information is communicated in adherence to the principles and guidelines of this policy.

Issue management should be addressed by the Management Team or the Advisory Board, if needed, and will be discussed in public only if relevant, through the official spokesperson.

5. The LUCF Brand

More than the logo and official colors, the LUCF identity and brand refers the organization's image and reputation. It embodies LUCF's organizational values, its vision, mission, and goals to support children and the vulnerable in Cambodia.

LUCF adheres to the organization's brand in all its policies, programs, projects and communication activities.

LUCF will use its logo and official colors in all its communications activities as appropriate. This includes the proper use of the official logo and colors in the website, letterhead, forms and templates, and all other relevant documents, multi-media materials, merchandise, among others.

The LUCF Brand Guide details the LUCF identity, and the standards and specifications for communications elements. See Annexes.

6. Communication Channels and Forms

6.1. Internal Communications

Internal communications refer to communications to staff and the Advisory Board. There are various forms and channels of communications for internal stakeholders, including, but not limited to the following:

- Online and face to face meetings
- Emails
- Memos
- Reports
- Feedback mechanism

6.2. External Communications

External communications are directed to donors, partners, primary actors in LUCF communities, government entities, the media, and the general public. Communicating with external stakeholders includes, but are not limited to the following:

- Online and face to face meetings
- Emails
- Website
- Reports
- Feedback mechanism

6.3. Traditional Media

Traditional media refers to

- Television
- Print (newspapers and magazines)
- Radio

6.4. The Internet

- Emails
- LUCF Website
- The social media, such as Facebook, LinkedIn, Twitter, and Instagram
- LUCF engagement with online outfits

6.5. LUCF Programs

The implementation of programs are excellent venues to communicate about LUCF. Where possible, LUCF will build in cost of communication collaterals in project proposals to continue building its brand, communicating its cause, and engaging stakeholders.

7. Media Guidelines

7.1. General Guidelines

7.1.1. Language

- Language used should be clear, objective, simple and presented in a manner that would foster understanding of the target audience.

- Language to be used is formal, professional and non-derogatory and respectful to all readers.
- Use language appropriate to the receiver. If communicating with communities, use Khmer. Internal documents, especially organizational policies, should both be in Khmer and English.

7.1.2. House Style

Use a specific stylesheet, or a simple guide to be consistent. See Annex for the LUCF House Style.

7.1.3. Images

Capturing and using images, especially of children and vulnerable sectors should be in accordance with Provision 8 of this policy.

7.1.4. Talking about LUCF on a personal capacity

- LUCF social media post can be shared in personal accounts as is.
- When using LUCF media on a personal capacity, or sharing LUCF posts with personal comments, state that views are personal and does not represent that of LUCF.

7.1.5. Communicating with external stakeholders

- Content to be shared must adhere to the Knowledge Management Policy
- Maintain regular communications with external stakeholders. Update on matters of mutual interest, whether via email or through the website or online newsletter.
- Communications should not always be based on LUCF's work. To maintain relationship with key stakeholders. Seasonal greetings break the monotony of work related communications. Send online greetings for special occasions in Cambodia and global celebrations such as New Year.
- Communications with external stakeholders should be done in the most cost efficient manner.
- Language used should be appropriate, Khmer for communities and English for partners
- Communications with external stakeholders should be regular and consistent

7.2. Official Communications and Correspondence

7.2.1. Printed Correspondence

Printed correspondence should use the official letterhead

7.2.2. Email

- All employees, board, and volunteers should practice appropriate email etiquette
- For group email or mailing lists of external stakeholders, respect the privacy of the recipients by using the BCC function.
- Only use mailing list for partners, donors, and friends for official communications and not for personal purposes.

7.3. Traditional Media

- Through traditional media, LUCF will do news releases, interviews, other official appearances.
- LUCF will respond to media inquiries through the Executive Director, who will respond as the official spokesperson.

7.4. LUCF Website

- The website should post all LUCF information relevant to the general public.
- Timely posting of official statements and announcements, should be practiced.
- All website contents must be approved by the Program Coordinator.
- Regular updating

7.5. Social Media

- LUCF should maintain social media accounts specifically on Facebook, Twitter, and LinkedIn, and Instagram.
- Posts should be updates about the organization or any photos, articles, or news items directly or indirectly related to the programs of LUCF.
- The social media administrator should consistently monitor the sites. Questions, comments, and feedback, should be answered at least within 24 hours.
- In sharing information, especially ‘trending’ ones, check against fake news before posting.
- All employees, members of the board and partners encouraged to share the posts of LUCF social media account in their personal accounts to extend LUCF reach.
- Link each social media account with each other so that followers could see and follow other accounts too.

8. Capturing and Sharing Media from Communities

8.1. Interaction with Communities

Encouragement of over-friendly interaction with individuals whom are not part of the child’s everyday life can put children and beneficiaries within the community at risk of:

- Exploitation
- Breached confidentiality
- Unhealthy perception of stranger safety
- Future risk taking behavior

Volunteers, visitors and those who represent the media do not have the long standing knowledge and trust within the community therefore we request that the following guidelines are respected when working with LUCF and the community to whom LUCF provides services.

8.2. Photography and Video Guidelines

Images captured can have long-term impacts for individuals. Many beneficiaries have complex life situations. LUCF believes in empowering all children, youth and adults that access programs. Therefor photos must capture children and beneficiaries with dignity and respect.

- 8.2.1. An LUCF staff member or allocated volunteer must be present when photos are being taken.
- 8.2.2. All subjects must be asked and give consent prior to a photo/video being taken.
- 8.2.3. All children, youth and adults must be clothed. No photos of naked or partially clothed children or adults are permitted.
- 8.2.4. Copies of all photos taken must be provided to the organizations management who will provide approval of images.
- 8.2.5. Community and beneficiaries must be captured with dignity the following photos are not permitted:
 - Photos/videos of upset or traumatized children, youth and adults.
 - Photos/videos of children, youth and adults who appear to be heavily disheveled.
 - Photos/videos of beneficiaries in the community that appear to be under the influence of alcohol or drugs.
 - Photos/images of children, youth and adults where the image might implicate the individual with complications from the law or disciplinary action.

The list above can have long lasting negative effects on an individual’s life. If a negative image is taken or published the individual will often never be able to escape this and may result in a long lasting damaging impact on the person.

8.3. Interview Guidelines

- 8.3.1. Clear information about the purpose of the interview and how the information will be used must be provided to the Director. Approval must be granted from LUCF’s Director before any interviews can be conducted.
- 8.3.2. A member of staff must be present throughout the interview.
- 8.3.3. Individuals conducting interviews within the community will respect cultural customs. This includes wearing appropriate clothing.
- 8.3.4. In the best interests of the beneficiary, publishing the real names of beneficiaries is not permitted. Names must be changed or omitted to protect anonymity.
- 8.3.5. Interviewees must have a clear understanding of why they are being interviewed and what the interview will be used for.
- 8.3.6. Interviewees must provide consent to be interviewed.
- 8.3.7. The interviewee has the right and will be encouraged to understand that if they wish to cease the interview at any stage or not answer questions this is their right.
- 8.3.8. The best interests of the beneficiary must be respected and represented in the interview

9. Performance and Accountability

9.1. Monitoring and Evaluation

LUCF will seek to improve its communications and media tools, outputs, and reach. In line with this, LUCF will conduct monitoring and evaluation activities, including but not limited to:

- Communication Stakeholder perception auditing
- Media analysis
- Survey feedback on communication tools and events

- Third party endorsement in media or speeches
- Readership figures
- Attendance figures
- Qualitative feedback
- Staff engagement surveys

9.2. M&E Outputs as content

LUCF will strive to make use of M&E results as content for communications when relevant.

9.3. Feedback Mechanism

In the spirit of transparency, a feedback mechanism is in place to encourage feedback from donors, and the general public.

10. Effectivity

This policy is deemed effective upon approval of the Management Team approval and Executive Director signing. Updating of the policy is based on the mandated review after two years, or as needed.

11. Annexes

11.1. LUCF Brand Guide



11.2. How to Communicate as LUCF



11.3. Communications and Media Policy Form



11.4. LUCF Media Release Waiver



Signed:

SOPHEAP KONG
Executive Director
February 4, 2019