

# **Public Relations & Communications Policy**

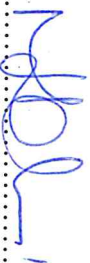
## **THE KENYA SCOUTS**

# 2019

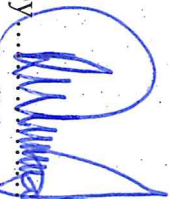
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VALIDATION OF POLICY

Validation signed on.....29th Sept 2019.....

Signed by..........  
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National Executive Commissioner, KSA

Signed by..........  
Ms. Lydia Kiburu  
Chairperson, Executive Committee

Signed by..........  
Mr. Victor Radido  
Chief Commissioner, KSA





## **KSA VISION**

Creating a better world.

## **KSA MISSION**

Educating young people to play a constructive role in the society.

This is achieved by: -

- i. Involving the youth throughout their formative years in a non-formal educational process.
- ii. Using a specific method that makes each individual the principle agent in one's development as a self-reliant, supportive, responsible and committed person.
- iii. Assisting them to establish value system based upon spiritual, social, and personal principles as expressed in the scout's law and promise.

## **KSA CORE VALUES**

1. Professionalism
2. Transparency and Accountability
3. Integrity
4. Selflessness
5. God-Fearing

## PREFACE

The Kenya Scouts Association is the national Scouting association of Kenya. Scouting was founded in British East Africa in 1910, and became a member of the World Organization of the Scout Movement in 1964. The Kenya Scouts Association (KSA) is the leading Scouting presence in Africa and the largest youth movement in Kenya where it was established in 1910. As part of the World Organization of the Scout Movement, KSA aspires to create a better World through provision of a value-based and skills-oriented education for young people. Scouting contributes to young people's education and development by providing a safe environment where young people can learn and grow by making decisions, doing and discovering for themselves, while experiencing fun, adventure and challenge. The Scouts' value system is based on three principles: Duty to God, Duty to others and Duty to self. Scouts values are expressed in the promise and law, a voluntary personal commitment to do one's best to adhere to an ethical code of behavior.

This policy document stipulates how the Kenya Scouts Association will handle communication between its internal and external stakeholders and is founded on the strength of our Strategic Plan 2018-2020, which emphasizes communication between the university and its stakeholders as a two-way open communication process from governance organs to its stakeholders and a system that encourages feedback.

Addressing the concerns of our stakeholders, the Association shall provide the necessary communication infrastructure to ensure that information reaches its stakeholders using the most effective means. We shall also project our right identities to stakeholders via a solid communication structure that will give every facet of KSA adequate visibility. The structure will ensure that the Association's activities and community relations are anchored on different communication platforms to reach the targeted stakeholders.

To ensure that KSA takes advantage of web-based technology, which has become a new frontier of communicating, we will ensure that our web based communication strategy is timely, focused on creating mutual understanding with our stakeholders and shall ensure that our mandate is visible through different interactive forums.

The policy demonstrates that our institution is among organizations that have embraced best communication practices. It defines how communication is structured and practiced. The Association has chosen this path to realize its vision of moving towards world-class NSO that appreciates feedback in any format as the best way of continued development.



The Association is committed to providing stakeholders with timely, accurate, objective and complete information. This policy establishes the principles, rules of engagement and procedures for communication within the KSA community and with all its stakeholders. The management commits itself to the implementation of this policy, will be subject it to a periodic review to ensure its relevance in line with the changing circumstances and needs of our stakeholders. Thank you to all who worked hard to realize the development of this policy

**VICTOR RADIDO**

**CHIEF COMMISSIONER, KENYA SCOUTS ASSOCIATION**

## Contents

KSA VISION.....	3
KSA MISSION.....	3
KSA CORE VALUES.....	3
PREFACE.....	4
ABBREVIATION/ACRONYMS.....	7
DEFINITION OF TERMS.....	8
PART ONE: BACKGROUND AND INTRODUCTION.....	9
1.0 INTRODUCTION.....	9
1.1 BACKGROUND: THE KENYA SCOUTS ASSOCIATION EDUCATIONAL PROPOSAL.....	10
1.2. POLICY JUSTIFICATION.....	12
2.0 POLICY STATEMENT.....	12
3.0 AUTHORITY/LEGAL FRAMEWORK.....	12
4.0 OBJECTIVES.....	12
5.0 SCOPE.....	13
6.0 GENERAL PRINCIPLES.....	13
7.0 PART TWO: POLICY GUIDELINES/PROCEDURES.....	14
8.0 POLICY IMPLEMENTATION.....	27
9.0 MONITORING, EVALUATION AND LEARNING (M&E).....	28
10.0 POLICY REVIEW.....	28
11.0 PROPOSED PUNITIVE MEASURES.....	29
12.0 ANNEXES.....	29
13.0 POLICY VERSION HISTORY.....	29



## ABBREVIATION/ACRONYMS

KSA	Kenya Scouts Association
WOSM	World Scouting Movement
ICT	Information, Communication & Technology
IT	Information Technology

## DEFINITION OF TERMS

**Kenya Scouts Associations Personnel** - any person employed or warranted adults of the Association.

**Material Information** - any information relating to the business and affairs of the Association that when publicly released would significantly affect, or would reasonably be expected to have a significant effect, on the Association. Material information includes both material facts and material changes.

**Confidential Material Information** - material information not widely disseminated within or external to the Association which, if disclosed, would be unduly detrimental to the Associations interests.

**Disclosure Committee** - a committee of the Association's personnel with a primary oversight function of certification of disclosure controls and procedures of dissemination of the Association's communications to stake holders.

**General and Routine Information** - information that would not otherwise be classified as material information, and which is not otherwise required to be kept confidential.

**Selective Disclosure** - disclosure of confidential material information to one or more stakeholder

**Crisis** - any situation which requires immediate and coordinated action, and/or will have a significant impact on the operation or the reputation of the Association.

**Social media** - includes blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.



## **PART ONE: BACKGROUND AND INTRODUCTION**

### **1.0 INTRODUCTION**

Communication is simply the creation and sharing of meaning through common symbols. In an institutional framework, it is the fine thread that connects all the activities and functions both internally and externally. Communication can be quite complex and the rapid growth in the information communication technology has added to its complexity. Developments in the information communication technology cannot be wished away by any institution in today's world and as such, the use of Information Communication Technology (ICT) within our communication function takes centre stage as this policy strives to enable the Association's community to harness opportunities availed by the internal and external communication function.

Communication is an important tool for disseminating the Association's values and philosophy to its external and internal publics. Internal communication is particularly vital in strengthening our organizational culture and feeling of commitment and belonging among staff and volunteers.

To support the Association's quest for world-class excellence, there is a need for effective communication among all stakeholders, hence, the rationale for a comprehensive communication policy. This policy document is designed to support KSA's mandate as spelt out in the Association's Act cap 219, its Charter, Strategic Plan, and other policy documents and guidelines. Overall, the policy will ensure that at all times there is a viable approach to communication and that the responsibilities and expectations of staff are identified and understood.

This policy is drafted to comply with the Data Protection Act 1998 and National ICT Act of 2018.

## **1.1 BACKGROUND: THE KENYA SCOUTS ASSOCIATION EDUCATIONAL PROPOSAL**

Kenya Scouts Association (KSA) is a registered member of the World Organization of the Scouts Movement (WOSM). It is a voluntary, on-political and educational Movement for young people open to all without distinction of origin, race, gender, creed or ethnic/tribal background in accordance with the purpose, principles and method as conceived by the founders as stated below;

### **a) Purpose**

To contribute to the development of young people in achieving their full physical, intellectual, emotional, spiritual, social, and character potentials as individuals, as responsible citizens and as members of their local, national, regional and international communities.

### **b) Principles**

#### **Duty to God**

Adherence to spiritual principles. Loyalty to the religion that expresses them and acceptance of duties resulting there from.

#### **Duty to others**

Loyalty to our country in harmony with the promotion of local, national, regional and international peace, understanding and co-operation/integration.

Participation in the development of society with recognition and respect for the dignity of one's fellow man and for the integrity of nature.

#### **Duty to self**

Responsibility of the one's self; realization of ones right to develop, learn and grow, learning to assert oneself, make one's decision, set aims and identify the necessary steps to achieve one's full potentiality.

### **c) Method**

Is a system of progressive self-education that should be applied to all sections, taking into account the socio-cultural environment of the young people.

The Scout method is applied in the following ways:

#### **a) Law and promise.**

#### **b) Learning by doing.**

#### **c) Membership of small groups (patrol system) requiring adult guidance, progressive discovery and acceptance of responsibility and training towards self-governance directed towards the development of competence, self-reliance, honesty and leadership skill objectives.**



- d) Progressive and stimulating programs (progressive scheme) consisting of varied activities based on one's own interest including games, useful skills and service to community, all taking place largely in an outdoor setting.
- e) Symbolic framework or symbolic background where the scouts relate to their socio-cultural background in order to have a programmed that has a national touch.
- f) Relationship between adults and young people where leaders have the responsibility to keep an eye on the young ones especially the Sungura, as they are delicate majority.
- g) Life in nature, it is not just animals, trees, rivers etc for scouts. Nature is a club where one can enjoy themselves; a laboratory where one feels closer to God and can worship Him in one's own way.

## **1.2. POLICY JUSTIFICATION**

This policy emphasizes professionalism in communication and serves as a guide to members of the KSA fraternity with respect to their responsibility in serving the interests of the Association. It therefore outlines the planned effort to influence opinion through good character and responsible performance based on mutually satisfactory communication. There is a need to gain public goodwill and acceptance as well as to sustain and expand the Association's membership subscriptions.

Cultivating and enhancing confidence in our stake holders has the critical impact of protecting the reputation and integrity of the Association and movement as a whole.

## **2.0 POLICY STATEMENT**

The Kenya Scouts Association is committed to the dissemination of timely, accurate and quality information to its internal and external stakeholders. All internal and external communications should be aimed towards the achievement of the Association's vision and mission, and should be in line with its approved Strategy of 2018 - 2020. KSA is committed to following clear communication principles for staff, service users and all other stakeholders in line with the Association's approved standards.

## **3.0 AUTHORITY/LEGAL FRAMEWORK**

This Policy Framework is subject to The Kenya Scouts Association Revised Constitution of December 2016 and the KSA Act cap 219 and the Laws of Kenya.

## **4.0 OBJECTIVES**

The goal of this policy is to support the Association's aspirations and mandates.

The broad objectives of the KSA Public relations and Communication Policy are to:

- i. provide efficient and effective communication mechanisms among management, staff and other stakeholders,
- ii. promote the coherence and consistency of information flow, internally and externally
- iii. minimize communication breakdown and delays including overseeing a customer feedback programme
- iv. promote the use of appropriate channels of communication

The specific objectives of this Policy are to:

- i. To establish guidelines for the Association communication process and procedures. This includes the release of material information about the Association to the general public, media, and stakeholders both primary and secondary, internal and external and current and potential investors and partners in a timely, consistent, and appropriate manner.
- ii. To increase visibility of KSA to all stake holders through marketing the Scouting Programme to all its key stakeholders and enhancing customer delight and satisfaction.
- iii. To provide direction for all the Kenya Scouts Association personnel in the appropriate treatment of material, confidential, general, and routine Association information.
- iv. To define guidelines on the design of the Association's communication materials including IBC materials, certificates, staff and visitor's badges, car passes and branding materials for the Association centers and sites.
- v. To establish and sustain positive media relations through the development of a media protocol.
- vi. To develop a feedback and appraisal system for the Association.
- vii. To define guidelines on the use of ICT as an integral aspect in the dynamic day to day functions of the Association
- viii. To use ICT for proper management of Data including its collection, processing and storage

## 5.0 SCOPE

This policy applies to the generation, use and management of all information (general, confidential, or material) in whatever form or means, regarding the Association that is shared within and without the Association.

## 6.0 GENERAL PRINCIPLES

1. Professionalism
2. Integrity
3. Shared Goals
4. Accountability
5. Equity and Fairness
6. Commitment
7. Consistency



## 7.0 PART TWO: POLICY GUIDELINES/PROCEDURES

### 7.1 MEDIA RELATIONS, PUBLIC COMMENTS, AND DESIGNATED SPOKESPERSON(S)

#### 7.1.1 Media Relations

- a) The National Executive Commissioner through the Communications department shall coordinate all media relations activities.
- b) The Chief Commissioner shall be the primary spokesperson of the Kenya Scouts Association. He/she can delegate that authority to any person depending on the circumstances and issues.
- c) The National Executive Commissioner is the link person for updates and responses.
- d) Unless otherwise authorized, Public Relations, Media relations activities and Media interviews shall be restricted to the Chief Scout, Chief Commissioner, National Executive Commissioner and the Communications Officer.
- e) All media enquiries must be referred to the National Executive Commissioner through the Communications department as soon as possible for follow up.
- f) With approval from the Chief Commissioner, warranted commissioners may speak to the media on an ongoing scout activity or event for which they are responsible and shall do so without discussing national scout issues or making policy pronouncements.

#### 7.1.2 Roles and Responsibilities of the Designated Spokesperson

The designated spokesperson has a duty to speak truthfully and openly to the best of his/her knowledge regarding the Association, subject to the disclosure restrictions as discussed in this policy.

The KSA spokesperson shall:

- a) Be available, well acquainted with the subject matter, well prepared and well-informed
- b) Have the ability to speak in an easy and understandable language
- c) Be able to remain calm in all circumstances
- d) Have the willingness to defer a question to another person in a better position to address an issue or answer queries

### 7.1.3 Public Comments at Industry Conferences

- a) The Association's personnel, who are invited to make speeches or presentations to industry groups, conferences, or public meetings, shall receive the approval of the relevant authority prior to accepting such invitations.
- b) Should such an opportunity be pursued, the roles and responsibilities of the designated spokesperson stipulated in article 2.2 of this policy will apply.

### 7.1.4 Public Statements of Personal Opinion

The Association's personnel shall refrain from making public statements of personal opinion regarding the Association.

## 7.5 DUTY OF LOYALTY

Kenya Scouts personnel shall be bound by their duty on confidentiality and loyalty to the Association and prohibits them from disclosing or using the Association confidential material information to the Association detriment.

The Association extends this responsibility to its personnel and requires them to act in good faith, honesty, and loyalty, and to avoid placing their own personal interests above those of the Association.

## 7.6 RELEASE OF INFORMATION

### 7.6.1 Principles of Material Information Disclosure

When releasing material information, the Association shall adhere to the following:

- a) Where a determination has been made to disclose material information, it will immediately be broadly disclosed to the public via news releases, the Association's website, circulars and other communications channels relevant to the information to be released.
- b) Disclosure must include any information, the omission of which would make the rest of the disclosure misleading.
- c) Unfavorable material information must be disclosed as promptly and completely as favorable information
- d) The National Executive Commissioner shall ensure that all required information is filed in accordance with Association's requirements.

### 7.6.2 Unintentional Selective Disclosure

If confidential material information has been inadvertently disclosed to any other person not bound by a confidentiality obligation, such information must be broadly disclosed immediately.



### 7.6.3 News/Press Releases

- a) News/press releases containing material information will be issued as soon as practicable via the internet for simultaneous national distribution. In addition, the news release will be transmitted to local and international media as appropriate.
- b) The Association will issue press releases from time to time to disclose information that is important or of use to the public. Press releases will be prepared and reviewed in accordance with the Associations established practices, including review by the Chief Commissioner and council, if appropriate. Press releases will be approved by and issued under the supervision NEC.
- c) The National Executive Commissioner through the Communications department is responsible for the appropriate dissemination of information to the media.
- d) The Association shall maintain a comprehensive list of contacts for all target audience for communication.

### 7.6.4 Routine Information Requests

- a) Enquiries from the public for general and routine information shall be answered by the appropriate departmental head.
- b) Enquiries from the public shall not be responded to if the enquiry is regarding the activities that constitute confidential material information. If such an enquiry is made, the employee or volunteer will respectfully decline the request as containing confidential information.

### 7.7 THE USE OF FORECASTS AND OTHER FORWARD-LOOKING INFORMATION

The use of forecasts and/or other forward-looking information should only be released with caution. All forward-looking information must contain a statement that the information is forward-looking, a description of the factors that may cause actual results to differ, all material assumptions and appropriate risk disclosure, and cautionary language. Relevant authority shall first approve release of such forecasts and forward-looking information.

### 7.8 RESPONDING TO RUMORS AND ANONYMOUS INFORMATION

In general, no comment will be made in response to rumors or anonymous information regarding the Association. However, certain exceptions may be made under the discretion of the relevant authority.



## 7.9 ELECTRONIC COMMUNICATION AND THE CORPORATE WEBSITE

- a) Electronic communications must comply with the Associations Communications policy.
- b) All KSA digital assets shall have a disclaimer, a privacy policy and terms and conditions of use. Employees must always use the email template which contains the appropriate disclaimer notice from the Association and do not amend this notice in any way.
- c) If you copy an email to others, it may breach the Data Protection Act and breach duties of confidentiality if it reveals all the recipients' email addresses to each recipient. It may be appropriate to use the 'Bcc' (blind carbon copy) field instead of the 'Cc' (carbon copy) field when addressing an email to more than one recipient.
- d) If the email message or attachment contains information which is time-critical, always bear in mind that an email is not necessarily an instant communication and consider whether it is the most appropriate means of communication.
- e) If you have sent an important document, always telephone to confirm that the email has been received and read.
- f) File a hard copy of any crucial email (including any attachments) sent to or received from the Associations key stakeholders before deleting the electronic copy. The same applies to all internal email transmissions concerning the Associations business.
- g) Under no circumstances may the Associations facilities be used in connection with the operation or management of any business other than that of the Association or its stake unless express permission has been obtained from the appropriate authority.
- h) All KSA digital assets shall be guided by social media policy.
- i) The Communications Executive is responsible for monitoring information on the Association's website and for updating the same. Any information on the website will include a notice that advises the reader that the information posted was accurate at the time of posting.
- j) Any links from the Association's website to a third party website shall include a notice that advises the reader that he or she is leaving the Association's website and that the Association is not responsible for the contents of the other site.
- k) Disclosure on the Association's website does not by itself constitute adequate public disclosure of information that is considered material information.

### 7.9.1 Internet Discussion Forums, Chat Rooms, and Electronic Mail

- a) Due to the immediacy of electronic information, Kenya Scouts personnel are discouraged from participating in discussions about the Association's confidential information on internet discussion forums, chat rooms, or bulletin boards.
- b) Posting on official Association's social media forums is restricted to the Communications Executive.

- c) The content of such postings must adhere to guidelines set from time-to-time by the Communication Committee.

#### **7.10 Misuse of facilities and systems**

Misuse of the Associations facilities and systems, including its telephone, email and internet systems, in breach of this policy will be treated seriously and dealt with.

### **7.11 CRISIS COMMUNICATION**

- a) To ensure that the Associations public information response to a crisis is quick, accurate, sensitive and responsible, the Office of the NEC will coordinate all crisis communications within the Association, its stake holders and media outlets.
- b) During a crisis, the Chief Commissioner will serve as spokesperson unless he/she authorizes someone else to carry out this function.
- c) The National Executive Commissioner through the Communications office will refer media inquiries to spokesperson
- d) The Public Relations & Communications department will work directly with the Crisis Management Team to facilitate dissemination of information.

### **7.11 IMMEDIATE RESPONSE**

- a) The Chief Commissioner will determine if an official statement should be prepared and released.
- b) The National Executive Commissioner will formulate the message, discuss statement with the Chief Commissioner prior to dissemination when possible and determine the most effective and efficient method of dissemination it.
- c) Initial distribution of information will be to the Associations Council. The National Executive Commissioner through the communications department will coordinate distribution of information to the Associations stake holders and the public through media, the KSA digital assets.

#### **7.11.1 On-Going Response**

- a) The National Executive Commissioner through the Public Relations & Communications department will update the Associations stake holders about changes to or additional details of the situation via available and effective methods of communications.
- b) The National Executive Commissioner will determine the frequency of updates based upon availability of facts until the Association has recovered to pre-crisis status.
- c) The National Executive Commissioner via the Public Relations Communications department will monitor coverage of the situation and correct misinformation as quickly as possible.



- d) The National Executive Commissioner will evaluate the effectiveness of the crisis communication plan and revise as necessary.

## 7.12 INTERNATIONAL COMMUNICATION

- a) The Chief Commissioner through the National Executive Commissioner shall be the primary spokesperson of the Kenya Scouts Association.
- b) In case of twinning of Scouts units or exchange programmes, all official communication on these should be copied to the National Headquarters and the International Commissioner through relevant offices.
- c) All communications must be honest, truthful and not misleading, conform to accepted principles of the Association.

## 7.13 SOCIAL MEDIA

The following principles apply to professional use of social media on behalf of as well as personal use of social media when referencing Association.

- a) We recognize the importance of the internet in shaping public opinion about the Association. We also recognize the importance of our personnel joining in and helping shape public opinion through interactions in social media.
- b) KSA personnel should use their best judgment in posting material that is neither inappropriate nor harmful to Association, its employees, or stakeholders. Always write in the first person, identifying who you are and what your role is and state that the views expressed are personal and do not reflect the views of the Association.
- c) Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- d) Employees should not to publish, post or release any information that is considered confidential or not public.
- e) Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorized spokespersons.
- f) If KSA personnel encounter a situation while using social media that threatens to become antagonistic, they should disengage from the dialogue in a polite manner.
- g) KSA personnel should not upload, post or forward any content belonging to a third party unless third party's consent is sought.
- h) Social media use shouldn't interfere with employee's responsibilities at [the Association.
- i) Keep Association related social media accounts separate from personal accounts, if practical.
- j) Any content posted on social media about the Association whether complementary or critical should be reported to the NEC.



k) Unless authorized, only the Communications Executive is mandated to post material on the Associations social media.

#### **7.13.1 Misuse of social media**

Misuse of social media websites can:

- a) In certain circumstances, this may constitute a criminal offence or otherwise give rise to legal liability against the Association and/or its personnel.
- b) It may also cause embarrassment the Association and its stake holders.

#### **7.13.2 Personal Blogs, Websites and Social Media**

- a) This applies to the content that the Association's personnel publishes on the internet like contributions to blogs, social networks and online newspaper articles even if created, updated, modified or contributed to both during and outside working hours.
- b) When posting any content to the internet, written, vocal or visual, which identifies, or could identify, them as a member of Association personnel, then one shall add a disclaimer stating that these are their personal views and not those of the Association.
- c) Revealing confidential information about the Association in a personal online posting, criticizing or embarrassing its stake holders or its personnel in a public forum will be treated as gross misconduct resulting to disciplinary action by the Association.
- d) Online publications which do not identify the author as a member of Association's personnel and do not mention the Association and are purely concerned with personal matters will fall outside the scope of this policy.

### **7.13.3 KSA WHATSAPP Regulations 2019**

#### **INTRODUCTION**

The use of technology in communication has proliferated in the last decade, more so with the advancement of mobile technology which has made information dissemination and reception instantaneous. With the advancement in mobile communication technology, various platforms have come up and have been adopted by many organizations as a means of communication among its members. One of these platforms is WhatsApp, whose adoption rate has enormously grown from its inception in 2009, with the current number of users surpassing 1 billion in over 180 countries according to WhatsApp statistical data in

2016.

This is largely due to WhatsApp's communication features, which include instantaneity, capability of sending messages in both graphics and texts and its boundary-less communication capability.

Communication plays a vital role in the survival of any organization. Knowing how to communicate is key to achieve the desired outcome, especially because communication is need-based and targets to meet particular needs within the organization.

The Kenya Scouts Association has adopted the use of various platforms such as *Twitter*, *YouTube*, *WhatsApp* and *Facebook* to not only promote its brand, content sharing and advertisements but also as an effective media that provides a platform for group communications.

This policy lays down the rules applicable to all Kenya Scouts Association WhatsApp pages and is an annex to the KSA Communications and IT Policy

#### **DEFINITION OF KSA WHATSAPP PAGES**

KSA Official WhatsApp Group in this context will mean where a particular category of KSA members such as County Commissioners, Scout Leaders, Trainers are added into a group either bearing the Association's name or brand elements or a group discussing Scouting matters in Kenya.

This implies that only KSA will have the right to create such official groups through designated admins.

#### **SCOPE**

The scope of this policy is limited to all KSA Sub-County, County, Regional, Boards, Committees, Task Forces, Camps, Centres, and Staff WhatsApp groups.

This policy is an annex of the Kenya Scouts Association Communications and Public Relations Policy



## GUIDELINES

1. The Association has as a matter of policy that all WhatsApp official groups under its umbrella are **Created and Managed by KSA designated Admin** who will be responsible for
  - i. Addition or removal of members from the group
    - a) Before setting up the group, the designated Admin for the same should send an invitation to the people identified to fulfil the purpose of the group using the WhatsApp broadcast feature. This allows one to send the same message to a big though limited number of individuals.
    - b) The Admin to include only those who have agreed to be part of it when setting up the group.
    - c) The Admin to add confirmed members directly and not via the 'group link'.
    - d) The Admin to add persons with authentic identifications in terms of numbers and names.
    - e) The Admin to add only KSA Registered Members into KSA WhatsApp groups.
    - f) The Admin to NEVER add random people to a close-knit group
  - ii. The information shared in the group  
The Admin has the right to bring down and remove non-complying members to ensure the group remains focused on its purpose.
2. The Associations WhatsApp work groups should adhere to the following guidelines:
  - a) Respect the purpose and objective of each group.  
A "WhatsApp work group under KSA" should not be used to send messages or content of a personal nature.
  - b) Do not use KSA WhatsApp groups just to send memes, irrelevant videos, pictures and news, without reading and reacting to the content shared by others. The purpose of WhatsApp groups is to establish collective conversations with others, but when you only place content, but never read or interact, the existence of such groups loses their purpose. No one likes monologues.



- c) Never send content, information or “news that HAS NOT been verified. Placing content whose authenticity has not been definitively proven can be very dangerous and may harm many people.
- d) KSA WhatsApp groups should not be infested with fake news and it is better to put a stop to them than to be guilty of spreading them.
- e) If a member feels uncomfortable in a group for any reason, one is free to leave or “mute” the notifications. It is better to be criticized for leaving than for always complaining.
- f) Before sending a complaint to a group, identify the “administrator” and share your thoughts with him/her.
- g) Do not get angry if someone does not respond to your messages in a group. No one is obliged to do so. You can always send him/her a direct message.
- h) Before sending a video, picture, meme or any content, analyze if such material will be in the interest of the majority of the members of the group. If NOT do not send it.
- i) Avoid placing religious or political content/comment on KSA work group WhatsApp pages, since hardly all will have the same religious beliefs or political preferences. This will avoid unnecessary debates.
- j) Never use a group to berate someone else or air grievances. If you have an issue address it one on one with the relevant person.
- k) DO NOT send any content that is violent or pornographic. It is important to always keep in mind that many people may feel uncomfortable with such content.
- l) When replying to a specific comment from a person in the group, use the “reply” function to make sense of your comment and avoid confusion.
- m) When you notice that you are having a dialogue with a single member of the group, consider changing the conversation to direct message, because the rest of the group may not be interested in reading your conversation with another person.
- n) Keep in mind that your words can be interpreted in multiple ways, so use short sentences that cannot be misinterpreted.
- o) Do not abuse emojis. There are some like this 😊 or 😏 that do not require explanation, but others like this 😬 or ☹ can be interpreted in different ways and generate confusion.
- p) Avoid sending videos or files that are very large, since nobody likes to saturate the memory of their

smartphone or waste their data/internet plan on such.

3. All members of KSA WhatsApp work groups to sign an adherence form of the stated guidelines before being added to the group.
4. The Association to implement a monitoring mechanism for all WhatsApp pages under its umbrella through page Admins.
5. Actions to be taken against those contravening stated guidelines to be enforced as per the KSA Constitution, POR, and KSA Communications and Public Relations Policy.

The owner of this policy will be the KSA Communications and Public Relations Department and the KSA Communications Officer will responsible for its execution.

The Admins of all KSA WhatsApp groups as defined in this policy will be required to pull down their groups within 72 hours to allow new rules to be implemented.

#### **7.14 DATA PROTECTION**

Processed personal data for Kenya Scouts Association must be kept secret, confidential and secure as enshrined in the Access to Information Act, 2015 and shall not be disclosed to any other person whether inside or outside the Association unless authorized to do so.

#### **7.15 REPORTING SIGNIFICANT EVENTS**

Information to the Association is Council, as a whole or to individual committees, must be disseminated through the National Executive Commissioner.

##### **7.15.1 NEWS MEDIA GUIDELINES**

To provide clear, concise communications, all media inquiries should be channeled through the Communications and Public Relations Office of the Association through the National Executive Commissioner. This policy was established to describe the Association's position with respect to interacting with news media representatives. For the purpose of this policy, news media shall refer to representatives of newspapers, magazines, newsletters, online publications, television and radio.



### **Policy**

An employee or department that seeks to publicize a program, event or achievement should contact the Communications and Public Relations Office of the Association. The Communications Department has access to numerous news media contacts and will employees to coordinate publicity or visibility for programs, events or newsworthy issues.

It is the responsibility of the Communication's Office of the Association to initiate and/or respond to news media requests and to manage those interactions. When an employee or department is contacted by the news media, he/she is strongly encouraged to notify department immediately, before providing any information or responding to questions.

While on KSA property, news media representatives should, if necessary and appropriate, be accompanied by the communications officer or the departments staff member.

KSA complies with all applicable government laws regarding the retention and release of personal records of all current employees in accordance to the data privacy Act in Kenya.

If an event attracts news media interest, all press releases and statements to the news media will be routed through and disseminated by the Communications Office of KSA. It is the responsibility of each department head to implement procedures to comply with this policy, while also ensuring that freedom of expression and inquiry is respected and observed.

The Association obtains authorization from those whose photographs are taken with the intent to publicity. Their consent allows KSA to incorporate these photographs in situations appropriate to the image including release to the news media and to publish KSA publications, on its website, in videos, on CDs, or in other promotional materials including paid advertising.

## **7.15.2 PARTNERSHIPS**

### **Types of Partnerships**

- 1) KENYA SCOUTS AS THE LEAD**  
If the Association is the lead partner, the KSA brand takes precedence and materials should be designed in such manner.
- 2) KENYA SCOUTS AS AN EQUAL PARTNER**  
If all partners have equal stake, the KSA brand should not take precedence. Neutral branding should be used to accommodate all parties.

**3) KSA SUPPORTED BY AN EXTERNAL PARTY**

If KSA or any of its programs are supported or sponsored by an external party, the KSA brand should not be used and marketing materials or communications materials should not be represented as official correspondence from the Association.

A phrase that the external party is in support of KSA or its program must be indicated.

**4) KSA AS A/THE SPONSOR**

If KSA has endorsed/sponsored/a program for another organization, the KSA Brand elements should be used along with language that clearly indicates the relationship between the Association and the sponsored organization

The Communication Department will assist in determining what relationship and use of brand is relevant.

**7.16 BRANDING**

As it is the case of the Association, branding is a powerful identity tool for any organization and should be clear to all its stakeholders. To maintain its strong brand, KSA will use the correct logo, name and Scouts uniforms as well as the right fonts and colour at all times to reflect it's true identity to its stakeholders.

**7.17 CORPORATE ADVERTISING**

Utilizing print, electronic and support media for corporate advertising, the Association shall use corporate advertising to continually promote a positive image of KSA and ensure observance of the best advertising principles and practices at the Association.

**7.18 RESPONSIBILITY**

All staff and volunteers are duty bound to make known the good name of the Association, and have a responsibility to demonstrate the institutional standards in communication.

**7.18.1 Staff**

Members of staff shall:

- a) be aware of the public relations and communications policy and demonstrate the institutional standards in communication
- b) demonstrate the principles of good practice
- c) be responsible for ensuring that they communicate effectively and appropriately in line with the given standards of communication,



- d) be aware of the various methods of communication and utilize them appropriately in their work
- e) tackle incidents of poor communication in proactive and constructive ways
- f) ensure that information is shared appropriately and in a timely manner
- g) consider carefully feedback in situations where stakeholders constructively raise issues relating to poor or inappropriate communication, and adjust their communication style appropriately and timely

#### **7.18.2 Supervisory and management staff**

All the supervisory and managerial staff shall ensure that:

- a) all staff members are sensitized on the Public relations and Communication Policy
- b) communication systems and processes actively support the vision and mission of KSA
- c) they act as role models by leading by example and demonstrating good practice in all aspects of communication
- d) effective, timely and appropriate feedback is provided to staff and students,
- e) they reflect on communication standards and practices within their respective teams and identify opportunities for improvement
- f) they take action to ensure communication breakdown is resolved amicably where staff and stakeholders raise issues of poor communication
- g) there is effective communication between the staff and other stakeholders,
- h) they support and promote a culture that encourages inclusion, transparency and involvement of all concerned parties
- i) all staff members in their areas of responsibility have an understanding of the strategic direction of the institution, faculty and service departments, and there is consistency, equity and parity in communication processes across the Association

### **8.0 POLICY IMPLEMENTATION**

The Executive Committee of the Association shall oversee the communication and public relations function of KSA.

The Executive Committee can in consultation with the Scouts Board appoint a sub committee to oversee the communications and public relations function.

#### **8.1 Functions of the Executive Committee**

- a) The Committee shall establish guidelines for the Association

- communication processes and procedures.
- b) The Committee is mandated to increase visibility of KSA to all stakeholders.
- c) Shall approve designs of the Association's communication materials.
- d) Shall establish and sustain positive media relations through the development of a media protocol.
- e) Shall develop a feedback and appraisal system for the Association.
- f) Shall prepare Annual Action Plans and Budgets for the department..

## **8.2 Term of Office**

The members shall be appointed by the Chief Commissioner in consultation with the Scout Board for a period of three (3) years.

## **8.3 Meetings**

- a) Shall meet at least quarterly.
- b) The quorum for meetings shall be half of members.
- c) A member failing to attend three consecutive meetings without proper reasons or apologies will be recommended to be replaced by the National Executive Committee.
- d) The Secretary to the Committee shall be the National Executive Commissioner.

## **9.0 MONITORING, EVALUATION AND LEARNING (M&E)**

The Corporate Communication Office shall:

- a) Develop appropriate strategies for monitoring and evaluation of the Communication Policy,
- b) Carry out annual evaluation on the implementation of the policy, and
- c) Define the short-term, mid-term and long-term interventions based on the outcomes of the evaluation reports.

## **10.0 POLICY REVIEW**

To enhance uniformity with national and international emerging global trends in communication:

- a) The Executive Committee will review and update, if necessary, this policy as the need arises but not exceeding three years.
- b) The Executive Committee in consultation with the Scout Board can appoint an Information Technology Committee to carry out the function of IT at the Association.
- c) The existence of the Public Relations and Communications Policy Framework



of Kenya Scouts Association as a legal document may be terminated in the event that:

- i. KSA is dissolved,
- ii. There is re-organization or merger of sub-committees by the National Scout Board.

### **11.0 PROPOSED PUNITIVE MEASURES**

Consequences for Non-Compliance with this Policy

- a) The Associations personnel are responsible for consulting, understanding, and complying with this policy.
- b) Failure to comply with this policy shall result in a disciplinary action

### **12.0 ANNEXES**

#### **Related Standards, Policies and Processes**

- i. Child online protection guide – Communications Authority of Kenya
- ii. IT Policy

### **13.0 POLICY VERSION HISTORY**

Version	Date	Description	Approved By
1.0	2/09/2016	Public Relations & Communications Policy	National Executive Committee
2.0	29/09/2019	Public Relations & Communications Policy	National Scout Board