

Communication & Media Policy

DEVI Sansthan, Lucknow

1. Purpose

This policy outlines DEVI Sansthan's approach to communication and media engagement to ensure consistency, accuracy, and alignment with the organization's mission and values. It governs internal and external communication, media relations, and digital presence while maintaining transparency and accountability.

2. Scope

This policy applies to all forms of communication, including official statements, press releases, digital content, social media, marketing materials, and interactions with the media, donors, partners, and beneficiaries.

3. Guiding Principles

- **Transparency & Integrity:** Ensure honest and ethical communication.
- **Consistency & Accuracy:** Maintain factual correctness in all public statements.
- **Respect & Sensitivity:** Be mindful of cultural, social, and ethical sensitivities.
- **Brand Alignment:** Ensure messaging aligns with DEVI Sansthan's vision and values.
- **Compliance:** Adhere to legal and regulatory requirements, including FCRA and data protection laws.

4. Internal Communication

- Foster open and effective communication among employees, volunteers, and stakeholders.
- Use internal channels such as emails, meetings, and newsletters for updates and coordination.
- Maintain confidentiality and professionalism in organizational discussions.



5. External Communication

- **Official Spokespersons:** Only authorized personnel (e.g., CEO, Communications Head) shall represent DEVI Sansthan in media interactions.
- **Press Releases & Public Statements:** Must be approved by the senior management before release.
- **Event Communication:** All external events should have pre-approved messaging.
- **Crisis Communication:** A designated response team will handle emergency or sensitive issues in coordination with legal advisors.

6. Media Engagement

- **Media Requests:** All interviews and media requests must be routed through the Communications Team.
- **Media Monitoring:** Regular tracking of media coverage related to DEVI Sansthan.
- **Proactive Engagement:** Establish positive relationships with journalists and media outlets to share impact stories.

7. Digital & Social Media Policy

- **Official Accounts:** Only authorized personnel may manage DEVI Sansthan's social media handles.
- **Content Guidelines:** Posts should be professional, mission-aligned, and free from political or controversial remarks.
- **Engagement & Responses:** Maintain respectful, non-inflammatory interactions online.
- **Privacy & Data Protection:** Ensure that no confidential or sensitive beneficiary information is shared online.

8. Branding & Marketing

- Use of the DEVI Sansthan logo, name, and visual identity must be in accordance with branding guidelines.
- All promotional materials, brochures, and advertisements must be reviewed and approved before publication.
- Partnerships and collaborations should adhere to agreed-upon communication terms.



9. Reporting & Documentation

- Maintain a record of official communications, media interactions, and press coverage.
- Report communication outcomes to the governing board and donors as required.

10. Review & Updates

- The policy shall be reviewed every **two years** or as required.
- Amendments require approval from the **Governing Board**.

Approved by: Governing Board of DEVI Sansthan



Nixon Joseph
Group Director
DEVI Sansthan

