



***NAIROBI YEARLY MEETING  
OF FRIENDS CHURCH (QUAKERS)***

# ***COMMUNICATION POLICY***

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# **Table of Contents**

<b>PREFACE</b>	<b>i</b>
<b>FOREWORD</b>	<b>ii</b>
<b>ABBREVIATIONS</b>	<b>iii</b>
<b>DEFINITION OF TERMS</b>	<b>v</b>
<b>1.0 INTRODUCTION</b>	
1.1 Strategic Considerations . . . . .	1
1.2 Purpose . . . . .	1
1.3 Scope . . . . .	1
1.4 Justification for the Policy . . . . .	1
1.5 Objectives . . . . .	1
1.6 Guiding Principle . . . . .	2
<b>2.0 RULES OF COMMUNICATION</b>	
2.1 What is to be Communicated . . . . .	2
2.2 Confidential Information . . . . .	2
2.3 Frequency of Communication. . . . .	2
<b>3.0 AUDIENCES</b>	
3.1 Internal Audiences . . . . .	2
3.1.1 The Board Members . . . . .	3
3.1.2 Board Members, staff and congregants . . . . .	3
3.1.3 Board Members, staff, congregants and Management . . . . .	3
3.2 External Audiences . . . . .	3
3.3 The Government of Kenya . . . . .	3
3.4 The General Public . . . . .	3
3.5 Collaborating Institutions . . . . .	3
3.6 Development Partners. . . . .	3

3.7 The Media. . . . .4

Communication Policy

3.8 Communication to Stakeholders. . . . .4

**4.0 COMMUNICATION CHANNELS**

4.1 Face-to-face Communication. . . . .4

4.2 Written Communication . . . . .4

4.3 Meetings . . . . .4

4.4 Oral Communication . . . . .5

4.4.1 Telephone. . . . .5

4.5 Non-verbal Communication . . . . .5

4.6 Communication for Persons With Disabilities. . . . .5

4.7 Electronic Communication . . . . .5

4.7.1 Email . . . . .5

4.7.2 The Web . . . . .5

4.8 Other Channels. . . . .6

4.8.1 NYM Newsletter . . . . .6

4.8.2 Annual Report . . . . .6

4.8.3 Notice Boards. . . . .6

4.8.4 Feedback Boxes . . . . .6

4.8.5 Social Media and External Websites . . . . .7

4.8.6 Exhibitions . . . . .7

**5.0 COMMUNICATION PROCESS**

5.1 Internal Communication. . . . .7

5.1.1 General Guidelines for Internal Communication . . . . .7

5.2 External Communication . . . . .7

5.3 Information Flow. . . . .8

**6.0 RESPONSIBILITIES FOR INTERNAL COMMUNICATION**

6.1 Corporate Responsibilities .....	8
6.2 Top Management, Principals and other Heads of Department’s Responsibilities . . .	8
6.3 All Board Members, staff and congregants .....	9
6.4 Committees .....	9
<b>7.0 RESPONSIBILITIES FOR EXTERNAL COMMUNICATIONS</b>	
7.1 NYM Spokesperson .....	9
7.2 The Chairperson of the Board Members .....	10
7.3 Church Campus Principals .....	10
7.4 Other Board Members, staff and congregants .....	10
<b>9.0 CRISIS COMMUNICATION</b>	
9.1 Crisis Communication Team .....	10
<b>10.0 CORPORATE BRANDING</b>	
<b>11.0 CORPORATE MARKETING</b>	
11.1 Events, Shows and Exhibitions .....	11
11.2 Corporate Social Responsibility (CSR) .....	11
11.3 Public Appearances .....	12
<b>12.0 CORPORATE CULTURE</b>	
12.1 Quarterly Reports to the Board Members .....	12
<b>13.0 POLICY IMPLEMENTATION</b>	
13.1 Implementation Date .....	12
13.2 Monitoring and Evaluation .....	12
13.3 Review .....	12

**APPROVAL**

## **PREFACE**

On behalf of the Church (NYM), Board Members and congregants, I am delighted to approve this Policy for use by the Church. The NYM Board is determined to preach and teach the Gospel of God's love and salvation through Jesus Christ to all mankind.

Towards this end, the NYM Board Members under my leadership is determined to critically address the task of defining long-term strategies for addressing the constraints to the church and development of quality Christians through:

- i. Improved policy and corporate governance for enhancing accountability and decision making.
- ii. Enhanced access, quality, relevance and equity in the church.
- iii. Prudent resource utilization and good infrastructural management.
- iv. Increased visibility of Friends Church nationally and internationally as a premier institution focusing on the church growth.
- v. Improved resource base, partnership and linkages.

The Primary and overall objective of the Nairobi Yearly Meeting shall be to preach the Gospel of God's love and salvation through Jesus Christ to all mankind. To this end, effective and consistent communication remains the cradle of such cohesion given the myriad of stakeholders within the Church. This Communication Policy, in-keeping with the constitutional right of expression, confers the right balance of principles and processes that ensure communication both downstream and upstream within the organization and also with external stakeholders. The Church will endeavour to foster and nurture effective communication as the backbone towards harmonious co-existence in quest to fulfil its mandate and achieve the Vision and Mission.

I believe successful implementation of this Policy will be realized through total commitment of the entire Board Members, staff and congregants and other key Stakeholders.

**Stephen Magwilu**

**Chairperson, NYM Board.**

## **FOREWORD**

The Mission of the Church is to preach and teach the Gospel of God's love and salvation through Jesus Christ to all mankind. Its Vision is, as faithful followers of our Lord Jesus Christ, we Quakers are committed to the godly task of carrying out all the work that Jesus Christ started and committed only to His Church. To realize these two goals, an effective Communication Policy is paramount.

To contribute to Kenya's development agenda, NYM must be able to respond to communication demands and to show the relevance of the Church services for the church and development for the growth of the country. This Policy positions the Church to provide that noble obligation.

In line with Kenya's Constitution 2010, the Church recognizes the significance of effective communication in eliminating conflict, improving performance and achieving its mandate.

This Policy therefore makes a deliberate commitment to the Church stakeholders to demand and make timely, accurate, clear, objective and complete information about information flow, communication channels, feedback mechanisms and crisis communication management.

To achieve these objectives, the Policy establishes principles, rules and procedures that apply to communication among members of the Church community and with external stakeholders.

The Policy is expected to connect the Church with the world in a technologically-woven global village. It is further envisaged that the Policy will facilitate sharing of information and knowledge so as to support the Church's core business of the church, research and innovation and contribute towards achievement of the Church Vision and Mission as well as Kenya's Vision 2030.

**Pastor John Davis Webere**

**General Superintendent.**

## **ABBREVIATIONS**

<b>NYM</b>	-	Nairobi Yearly Meeting
<b>GS</b>	-	General Superintendent

## **VISION**

As faithful followers of our Lord Jesus Christ, we Quakers are committed to the godly task of carrying out all the work that Jesus Christ started and committed only to His Church.

## **MISSION**

To preach and teach the Gospel of God's love and salvation through Jesus Christ to all mankind.

## **CORE VALUES**

- S - Simplicity
- P - Peace
- I - Integrity
- C - Community
- E - Equality
- S - Stewardship

## DEFINITION OF TERMS

<b>Collaborating Institutions:</b>	Means institutions with which the Church has entered into formal agreement.
<b>Church Community:</b>	The Board Members, staff and congregants
<b>Corporate Communication:</b>	Activities undertaken by NYM to communicate with internal and external stakeholders as well as with the wider public. The term implies an emphasis on promoting a sense of corporate identity and ownership, thus presenting a consistent and coherent corporate image.
<b>Crisis communication:</b>	Designed to protect and defend the Church in case of a swelling public challenge to its reputation, coupled with its brand or community or both.
<b>External communication:</b>	The exchange of information and messages between the Church and organizations, groups or individuals outside its formal structure.
<b>Internal communication:</b>	Exchange of information and messages between Board Members, staff and congregants or commissions and programs across all levels or divisions of the Church. It takes place across all levels of the Church.
<b>Media:</b>	A means of communication that reaches or influences people widely and rapidly where necessary.
<b>Stakeholder:</b>	A person, group or organization with a stake in the Church.

## **1.0 INTRODUCTION**

### **1.1 Strategic Considerations**

The strategic vision of NYM is to be a model institution in the country in the development of competent multidisciplinary Christians.

The Church operates in an environment where public/private partnership is crucial for the success of organizational objectives. Given the inevitable turbulence in such environment, it is imperative that the Church communicates effectively and efficiently to stakeholders.

### **1.2 Purpose**

The purpose of this Policy is to ensure that communication across the Church is consistent, well-coordinated, effectively managed and responsive to the diverse information needs of the public. It is aimed at fostering effective internal and external communication among NYM Board Members, staff, congregants and other stakeholders. It is expected that the document will enable the Church work effectively to not only realize not only the Vision and Mission but also the Church mandate.

### **1.3 Scope**

This Policy applies to the communication efforts of the Church Board Members, Management, staff and congregants countrywide. In addition, the Policy provides guidelines on recommended corporate communication in the church, including written communication, oral communication among others, to include but not limited to:

- i. Written communication such as advertisements, news releases, speeches by Management, correspondence, conference and exhibitions, the Church website, email, social media and blogs.
- ii. Oral communication such as, face to face or group meetings, telephone conversation, teleconferencing, interviews and news conferences.

### **1.4 Justification for the Policy**

For an organization to achieve its goals and objectives, it is important to have a Communication Policy in place. A comprehensive Communication Policy is critical due to three fundamental reasons. First, it ensures that Board Members, staff and congregants are provided with the information they need to maximize their potential. Secondly, a good Policy helps both congregants, Board Members and staff to access the information they need to be successful in their Christian journey and finally, to support NYM in its core duty, we must communicate effectively with external stakeholders.

### **1.5 Objectives**

This Policy is constructed around four objectives, namely:

- i. To ensure all stakeholders are fully informed of relevant Church activities.
- ii. To ensure the Church activities are promoted strategically.
- iii. To minimize communication breakdown.
- iv. Promote the use of appropriate communication channels at all times.

## **1.6 Guiding Principle**

The guiding principle of this Policy shall be in line with the Constitution, whereby the Church recognises that NYM congregants, staff and Board members have a right to express their opinion on any situation or issue concerning their area of responsibility and overall church environment. This right of expression entitles them to be heard without fear of recrimination or reprisal.

## **2.0 RULES OF COMMUNICATION**

### **2.1 What is to be Communicated**

Internal communications will cover a comprehensive range of issues. They will include recruitment advertisements, promotions, retirement, success stories (awards, grants, scholarships, launches, competitions, tournaments, achievements etc), organizational changes, new initiatives, status on capital construction, physical movement of Board Members, staff and congregants, programs news, new technology, technology breakdown, events, and security alerts.

Negative situations such as Church vandalism, theft, assaults, and deaths will be communicated appropriately.

### **2.2 Confidential Information**

- i. If information is considered confidential such information may not be released internally or externally.
- ii. The types of information that should be kept confidential (not released internally and externally) include but are not limited to:
  - a. Personal and personnel issues such as illness or medical information (unless it puts the wider Church community at risk)
  - b. Grievances
  - c. Personal legal proceedings
  - d. Discrimination issues
  - e. Salaries
  - f. Non-factual or unproven information.
- iii. In cases where the distinction may be unclear, the General Superintendent will make the final decision on what may be released, with advice from other relevant key Church personnel.

### **2.3 Frequency of Communication**

Communication notices will be sent out annually, quarterly, weekly, or daily, and in the case of time-sensitive information, as soon as possible. If the news item warrants, a special bulletin will be sent out or posted immediately that information is authorized for release.

## **3.0 AUDIENCES**

### **3.1 Internal Audiences**

This shall be the NYM fraternity as follows:

### **3.1.1 The Board Members**

The Board is the highest authority in the Church which is charged with the duty of policy formulation. Resolutions and policies formulated by the Board shall be communicated to Board Members, staff and congregants by the General Superintendent.

### **3.1.2 Board Members, staff and congregants**

Communication between Board Members, staff and congregants are guided by the existing guidelines that are found in different Policy documents.

### **3.1.3 Board Members, staff and congregants and Management**

Communication between Management and Board Members, staff and congregants are guided by the existing guidelines that are found in different Policy documents.

## **3.2 External Audiences**

Communication between the Church and its external audiences shall be as provided in this Policy, provided that no such information is disseminated without explicit and unequivocal authority of the General Superintendent.

The above notwithstanding, the Chairperson of the NYM Board Members may independently make statements on behalf of the institution as provided for in this Policy.

## **3.3 The Government of Kenya**

The National and County Governments of Kenya shall communicate to NYM through the General Superintendent and the Chairperson of the NYM Board Members.

## **3.4 The General Public**

Communication to the general public shall at all times be through appropriate channels as stipulated in subsequent sections of this Policy.

## **3.5 Collaborating Institutions**

- i. All Collaborating institutions which include but not limited to, regulatory bodies, other the church institutions, Care institutions, NGOs, and professional Associations shall be communicated to through the General Superintendent or any other officer designated by him/her to effect such communication.
- ii. The Chair of NYM Board Members may from time to time communicate with the National or County Governments on the institution's governance, Resource mobilization, expansion and strategic direction.

## **3.6 Development Partners**

- i. NYM will engage with Development Partners on relevant areas of interest through the office of the Chairperson Board Members and General Superintendent of NYM or any other authorized officer in that regard.
- ii. Pastors or Presiding clerks of monthly meetings may initiate communication with potential development partners. However, consultation and approval by the GS is necessary before any commitments are made on behalf of the Church.

### **3.7 The Media**

- i. The Church's Corporate Communications office shall serve as a key source of information and link to the media. The office shall process information received or generated from relevant commissions and programs and offices before disseminating it through established appropriate communication channels.
- ii. All press conferences, briefings or releases must be approved by the General Superintendent or the Chairperson of the Board as the case may be.
- iii. The Church shall at all times be impartial, objective and factual in providing information to various media outlets.

### **3.8 Communication to Stakeholders**

Communication to stakeholders will be done through the Strategic Plan, Annual Report, Newsletter, Email addresses, phone calls among other approved channels.

## **4.0 COMMUNICATION CHANNELS**

The Church shall use the universally accepted channels of communication as follows:

### **4.1 Face-to-face Communication**

The Church values face-to-face communication as a way of cultivating greater trust and understanding among Board Members, staff and congregants.

### **4.2 Written Communication**

- i. The Church values written communication. All written communication must be simple and easy to understand. Written communication must be devoid of slang, offensive and discriminatory remarks, ethnic slurs or obscene and sexist innuendo.
- ii. The Church will communicate using letters, memos, circulars, minutes, notices and other appropriate forms of written communication.
- iii. Correct format of written documents shall be used all the time.
- iv. All forms of written communication shall provide clear, exhaustive and accurate information to be dispatched and received in good time and with confidentiality.
- v. The standard format for writing minutes and memos shall be observed. Minutes once written shall not be altered for personal or departmental interests and concerns.
- vi. A copy of all written communication shall be filed both at the source and destination for future reference. All communication circulars will be released in time and strategically posted for Board Members, staff and congregants to access with ease.
- vii. Fax messages shall be correctly documented and delivered to recipients as soon as possible.
- viii. Mobile phone messages shall be recognized as official communication especially where it is not possible to reach Board Members, staff and congregants through memos.

### **4.3 Meetings**

- i. Well-managed meetings or discussions are an effective and efficient way of sharing knowledge, solving problems and ensuring common understanding and appreciation of issues. The Church respects meetings and will be used as fora for involving Board Members, staff and congregants in decision making and problem solving.

- ii. Members may hold online meetings via secure platforms i.e Zoom or Teams. These online meetings will be deemed official. Members participating in these meetings will form a quorum and deemed present. They (members) in such a meeting, **MUST** be in a conducive environment and not noisy places like weddings, matatus etc.
- iii. The meetings must provide opportunities for dialogue by all.
- iii. Notices of meetings shall be sent to members in advance to enable them prepare and contribute adequately.
- iv. Meetings shall be held when there is an agenda. Agenda items for a given meeting shall be communicated in good time and shall be open to input from members. Meetings shall be focused on issues at hand and time managed effectively for maximum results.
- v. Deliberations from meetings shall be disseminated to relevant Board Members, staff and congregants upon confirmation in good time and feedback should be provided via the membership and chair to the broader community through appropriate communication channels.

#### **4.4 Oral Communication**

##### **4.4.1 Telephone**

- i. The Church's recommended procedure for handling incoming calls will be adhered to for both landline and mobile phone communication.
- ii. Where regulations demand, mobile phone communication will be complemented with written communication.

#### **4.5 Non-verbal Communication**

The Church shall promote non-verbal communication strategies to improve the corporate image. This shall include but not limited to the use of sign language.

#### **4.6 Communication for Persons with Disabilities**

The Church shall provide appropriate methods of communication to enable effective and efficient communication for people with disabilities.

#### **4.7 Electronic Communication**

The Church shall embrace and promote electronic communication as an official mode of communication to Board Members, staff and congregants, congregants and other stakeholders. This shall be done through the following media:

##### **4.7.1 Email**

- i. All email correspondences shall be in line with the existing Church ICT Policy.
- ii. The official Church Email is recognized as official means of communication between Board Members, staff and congregants, congregants and stakeholders.
- iii. For purposes of facilitating effective official communication, all Board Members, staff and congregants shall be assigned a Church email address by the ICT Manager.
- iv. The Church encourages Board Members, staff and congregants to read and respond to incoming emails messages appropriately, effectively and timely.
- v. The official email shall not be used for personal business or gain.

## **4.7.2 The Web**

- i. The Church website [www.NYM.ac.ke](http://www.NYM.ac.ke) shall be an official communication channel used internally and externally. The Church intranet shall contain news items, events and links that are useful information for Board Members, staff and congregants.
- ii. The website shall always be up-to-date, user-friendly and encouraging two-way communication. It will clearly communicate the Church vision and mission.
- iii. The Corporate Communications office has the overall editorial responsibility for the website. However, relevant offices shall ensure accuracy of the information posted.

## **4.8 Other Channels**

### **4.8.1 NYM Newsletter**

- i. NYM newsletter is the Church's Board Members, staff and congregant's magazine distributed to the Board, Board Members, staff, congregants and other stakeholders on a monthly basis.
- ii. The newsletter shall be designed to provide more in-depth information into items of interest to the Church Board Members, staff and congregants and stakeholders, including new developments in the Church, forthcoming events, awards and successes, Board Members, staff and congregants' profiles, and a regular update from the General Superintendent and the Board Members.
- iii. The GS (with the input of the Head of Corporate Communications) shall appoint an Editorial Committee to oversee production of the newsletter and other publications.

### **4.8.2 Annual Report**

- i. NYM Annual Report is the Church's yearly publication distributed to key stakeholders, especially those at decision making positions.
- ii. The Annual Report shall be designed to provide a comprehensive summary of undertakings, achievements, future plans and challenges facing the Church every year in its quest to carry out its mandate. The Annual Report shall also provide the Church's financial statements for the year under review.
- iii. The GS (with the input of the Head of Corporate Communications) shall appoint an Editorial Committee to oversee production of the newsletter.

### **4.8.3 Notice Boards**

- i. The Church shall maintain notice boards as a convenient option to communicate information to Board Members, staff, congregants and the general public.
- ii. The notice board shall be used to display information that is of interest to all Board Members, staff, congregants and the general public. Messages on the notice board shall be brief, concise, and expressed in a simple and clear language.
- iii. Heads of commissions and programs shall ensure that information is displayed in a timely manner and is removed when out of date.

### **4.8.4 Feedback Boxes**

Feedback here includes suggestions, complaints and compliments.

- i. All churches under NYM shall place feedback boxes at strategic locations within its premises to elicit comments, compliments and suggestions from the public and Church community on any issue.
- ii. The Church community is encouraged to use these boxes – anonymously, if so desired.
- iii. All suggestions will be analyzed and appropriate action taken in a timely manner by the person so appointed by the General Superintendent.

#### **4.8.5 Social Media and External Websites**

- i. The Church shall embrace the use of social media sites such as Myspace, Facebook, Twitter, Telegram, Instagram and any other websites external to The Church's main sites for purposes of communication.
- ii. These sites however, are not within the preferred list of channels with which to communicate with Board Members, staff and congregants.
- iii. The Church has official Facebook and Twitter pages for prospective congregants.

#### **4.8.6 Exhibitions**

The Church shall use exhibitions such as showcases to communicate with targeted stakeholders.

### **5.0 COMMUNICATION PROCESS**

#### **5.1 Internal Communication**

- i. The Church shall at all times use efficient and effective internal communication with congregants, Board Members, staff and the public in order to create a conducive working and learning environment.
- ii. The Management will inform the Church community first through established communication channels before information affecting the Church community is made public through the media, unless situations demand otherwise.

##### **5.1.1 General Guidelines for Internal Communication**

- i. The Church will encourage openness in sharing information internally with Board Members, staff and congregants unless the information is confidential.
- ii. The Church will encourage consultation with Board Members, staff and congregants at all times so as to promote effective management.
- iii. To ensure clarity and consistency of information as well as ease of communication, simple and clear language must be used in all internal communication.
- iv. The Church will seek to constantly improve its relations with congregants particularly in provision of information. Congregants needs and views shall be monitored constantly through various methods.

#### **5.2 External Communication**

- i. The Church will provide factual, adequate and timely information to all stakeholders on all major events.
- ii. The Church's duty to inform its customers includes the obligation to communicate effectively. Information about policies, programs, services and initiatives must be clear, relevant, objective, easy to understand and useful.

- iii. The Church shall disclose necessary information that stakeholders would be interested in provided that;
  - a. Such information does not in any way interfere with the normal operations of the institution.
  - b. Such disclosure will not be in breach of NYM Act (as amended), Statutes and other policies.
  - c. Such disclosure will not compromise the Church's interests.
  - d. Where the need for disclosure is not clear, advice shall be sought from the General Superintendent and the Board Members

### **5.3 Information Flow**

Communication will be two-way, to encourage dialogue, listening to one another and giving feedback.

## **6.0 RESPONSIBILITIES FOR INTERNAL COMMUNICATION**

This section details the responsibilities of all Board Members, staff and congregants, and of particular groups, in communicating effectively internally.

### **6.1 Corporate Responsibilities**

- i. The Corporate Communications Office which is a department under the Literature and Publications Commission has operational responsibility for internal communications.
- ii. All relevant and current corporate information is disseminated via ICT vehicles such as Intranet, Circulars, Letters, Memos, Notice Boards etc. This information includes Policies, organizational changes, Vacancies, Articles and Financial information. The aforesaid communication media shall be the official communication channels in the Church. Corporate Communications Office is responsible for developing internal communications structures that ensure that the Church reaches all Board Members, staff and congregants as quickly as possible via the most efficient communication channels.
- iii. The Church's corporate language is English. Consequently, internal communication shall be produced in English. Kiswahili shall only be used where the situation so requires. The Church shall also promote and develop the use of Kenyan sign language, Braille and other communication formats and technologies accessible to persons with disabilities, as required by the Constitution.

### **6.2 Presiding Clerks, Chair Commissions, Pastors and Programs chairs.**

Presiding clerks, Chair Commissions and Programs chairs shall:

- i. Ensure that they communicate in a professional manner.
- ii. Ensure that communication systems and practices actively support the vision and mission of the Church.
- iii. Act as role models demonstrating good practice in all aspects of communication.
- iv. Ensure effective two-way communication between leadership, staff and congregants.
- v. Ensure effective, timely and appropriate feedback is provided to Board Members, staff and congregants.
- vi. Review communication standards and practices in their respective teams and identify opportunities for improvement.
- vii. Where Board Members, staff and congregants raise issues of poor communication, take appropriate action to ensure they are resolved amicably.

- viii. Support and promote a culture that encourages inclusion and involvement of concerned parties.
- ix. Ensure all Board Members, staff and congregants in their areas of responsibility have an understanding of the strategic direction of the Church, and its institutions
- x. Ensure that Board Members, staff and congregants are aware of the Communication Policy.
- xi. Ensure consistency, equity and parity in communication processes across the Church.
- xii. Ensure that communication related issues that cannot be addressed at their level are addressed to the next higher level.
- xiii. Regularly review and seek to enhance the Church's approach to communication.

### **6.3 All Board Members, staff and congregants**

All Church Board Members, staff and congregants have a responsibility to demonstrate the institutional standards in communication and adhere to the provisions of this policy.

Specifically, all Board Members, staff and congregants:

- i. Shall be aware of the Communication Policy and other related Church policies such as the Code of Conduct and demonstrate the principles of good practice.
- ii. Shall ensure they are maintaining good communication practice in accordance with this Policy.
- iii. Shall be aware of various communication channels available in the Church and utilize them appropriately in their work.

### **6.4 Committees**

To ensure minutes are made available in a timely manner.

## **7.0 RESPONSIBILITIES FOR EXTERNAL COMMUNICATIONS**

### **7.1 NYM Spokesperson**

- i. The NYM General Superintendent is the Official spokesperson for the Church. By duty, the Chair Literature and Publication Commission is an authorized spokesperson, nonetheless the General Superintendent may authorize other Church officers in writing to be spokesperson depending on the subject matter at hand.
- ii. Notwithstanding sub-clause (i) above, the Chairperson of NYM Board Members shall have the authority to make statements regarding the strategic management of the Institution or any other matter in tandem with this and any other policies.
- iii. The Monthly meeting pastors and presiding clerks shall be the authorised spokespersons of their respective meetings and shall carry out such communications in line with this and other NYM policies.
- iv. All communication content by the authorised spokesperson or any other designated officer must be approved by the General Superintendent or by the Board as the case may be, before dissemination.
- v. Board Members, staff and congregants and congregants shall not respond to requests for information regarding the Church from external sources such as the media unless where they have been authorized to do so by the General Superintendent.
- vi. Authorized spokespersons shall be fully informed on all developments in the Church that have potential to require external communication or response.
- vii. Chairs of commissions and programs must keep the spokesperson fully informed on significant developments within the Church to enable them communicate effectively.

- viii. Board Members, staff and congregants and congregants participating in external forums such as conferences and seminars must comply with this Policy.

## **7.2 The Chairperson of the Board Members**

The Chairperson may issue statements on policy issues arising from the Board's responsibility: policies, strategies, Church mandate, nominations, appointments, compensation, Board Members, staff and congregants welfare, quarterly updates on governance matters, statutory reports and any other issues to the local churches, monthly meetings and quarterly coordinating committees.

Other Board Members are not permitted to make statements without prior consultation and approval from the Board Chairperson.

## **7.3 Monthly Meeting Presiding Clerks**

Monthly Meeting Presiding clerks are entitled to make statements concerning general operations within their churches.

Prior consultation with the GS or the Chairperson to the Board Members, as case may be, to be made for sensitive and controversial issues such as National, County Governments and regulatory bodies relations.

In situations where the GS or Board Chairperson is not available for consultation, Monthly meeting clerks in liaison with the Chair Literature and Publication Commission may make statements in cases of matters that need immediate or urgent attention.

## **7.4 Other Board Members, staff and congregants**

Other NYM Board Members, staff and congregants are not permitted to make statements on behalf of the Church.

## **8.0 COORDINATION**

- i. The Literature and Publications Commission shall coordinate all communication in the Church.
- ii. The Literature and Publications Commission shall develop mechanisms for coordination of external and internal communication.
- iii. In order for the Church spokespersons to be able to act with authority as spokespersons for external and internal communications, it is essential that these individuals are kept informed about pertinent activities in all parts of the Church.

## **9.0 CRISIS COMMUNICATION**

- i. NYM shall proactively deal with issues that have potential to damage the Church's relations with its affiliate bodies and Board Members, staff and congregants, or its reputation, financial position or other vital interests before they degenerate into a crisis.
- ii. No Board Members, staff or congregant is allowed to give information to the media without the express authority of the General Superintendent or the chair literature and Publication Commission
- iii. The Chair Literature and Publication Commission shall constantly monitor local and international news and advise the General Superintendent and the Board Members on issues/ trends relevant to the Church.

### **9.1 Crisis Communication Team**

- i. An Adhoc Crisis Management Team shall be assembled by the General Superintendent to handle crises facing the Church.

- ii. The team shall constantly monitor, interpret and manage issues so that they do not escalate.
- iii. At the time of a crisis, the team will assess the severity of the crisis and determine the course of action, which must be approved by the General Superintendent. The General Superintendent shall then make necessary communication to relevant stakeholders and the Board Members in a timely manner.

## **10.0 CORPORATE BRANDING**

- i. The Church will promote corporate brand to improve corporate image and identity.
- ii. Any means by which the general public comes into contact with the Church constitutes an opportunity that can affect perceptions of the corporate image.
- iii. It is the duty of every, Board Members, staff and congregants to defend the image and brand of the Church.
- iv. The Church shall designate a day for Board Members, staff and congregants to wear branded apparels to promote the corporate image.
- v. The Church Literature and Publication commission shall be responsible for promotion of the corporate brand.
- vi. The use of Church identity such as logo and letterhead for personal use by Board Members, staff and congregants is prohibited.
- vii. The Church shall seek opportunities to promote its corporate brand.

## **11.0 CORPORATE MARKETING**

- i. The Church shall engage in corporate marketing to develop and maintain a good public image.
- ii. The Church shall use print, electronic and other media to carry out corporate marketing.
- iii. All Church marketing shall be executed by the Corporate Communications Office after approval by the General Superintendent and the Board Members as the case may be. The office shall ensure that the advertisements conform to the Church's corporate identity.
- iv. Proposed advertisements and information for media circulation must be received in the Corporate Communications Office well in advance to give the office adequate time to ensure the piece conforms to the Church marketing standards.
- v. The use of Church name and logo by collaborating and other institutions must be authorized by the General Superintendent.
- vi. Promotional items must reflect the correct Church name, logo and colours. Where in doubt the concerned parties shall consult the Corporate Communications Office.

The following are the marketing tools that shall be used by the Church in realization of the Corporate Marketing -

### **11.1 Events, Shows and Exhibitions**

- i. The Church shall participate in crusades, outreaches, events, shows and exhibitions as marketing tools. During the events, shows and exhibitions, all commissions and programs that are to be involved in such shall liaise with the Head of Corporate Communications to ensure that the brochures, materials and pamphlets issued reflect the corporate branding in line with the Branding Manual of the Church.
- ii. No person or employee of the Church shall use the Institution's materials and colours without authorization and approval from the Head of Corporate Communications and the General Superintendent.

## **11.2 Corporate Social Responsibility (CSR)**

Under the approval and authority of the General Superintendent, CSR activities shall be carried out and will be used as a way of giving back to the community as stated in the gospel of Jesus Christ. Love your neighbor as you love yourself.

## **11.3 Public Appearances**

- i. Any employee who is called upon to present papers on behalf of the Church or members of NYM shall ensure that their presentations are in power point and branded as per the Church's standard and approved by the Head of Corporate Communications and the General Superintendent.
- ii. Board Members, staff and congregants shall ensure that their communication to the public is in line with this Policy.

## **12.0 CORPORATE CULTURE**

The Church shall promote corporate culture characterized by open and trusting communication at all levels of the organization and between all groups of Board Members, staff and congregants. This will ensure Board Members, staff and congregants become more involved in and committed to the Church's development. However, Board Members, staff and congregants are bound by professional confidentiality with regard to all information about the church.

### **12.1 Quarterly Reports to the Board Members**

The Chair Literature and Publication Commission shall provide quarterly reports to the Board on the Church's communications activities and implementation status of Board resolutions.

## **13.0 POLICY IMPLEMENTATION**

### **13.1 Implementation Date**

- i. This Policy takes effect on the date it is approved by the Board Members of NYM.
- ii. The General Superintendent is responsible, in consultation with the head of Corporate Communications and other members of NYM management, for ensuring that the NYM Communications Policy is distributed and complied with.

### **13.2 Monitoring and Evaluation**

- i. The Church shall conduct monitoring and evaluation of the effectiveness of this Policy in line with the Monitoring, Evaluation and Reporting framework. This shall be done through a Committee Chaired by the Administrative Secretary and five other members appointed by the GS. The Chair Literature and Publication Commission will provide secretarial duties.
- ii. The Chair Literature and publication Commission shall:
  - a. Develop and maintain strategies and mechanisms for monitoring and evaluation of this Policy.
  - b. Undertake regular check on implementation of the Policy.
  - c. Carry out annual evaluation on the implementation of the Policy.
  - d. Use the information for planning and management.
  - e. Propose potential areas for review.

### **13.3 Review**

The Policy will be reviewed after every three (3) years or earlier as need arises with an aim to enhance efficient delivery of effective outcomes.

## **APPROVAL**

**Title** : Communication Policy

**Contact** : Head Corporate Communications

**Approval Authority** : The Board Members

**Commencement Date** : OCTOBER 2021

### **Signed**

**Stephen Magwilu**  
**Chairperson, NYM Board Members**

10/10/2021

**Date**