COMMUNICATION POLICY

TABLE OF CONTENTS

1.0 Preamble

The communication policy contains guidelines on how to utilize the various communication channels at Light International School, Mombasa with the aim of improving efficiency of communicating messages.

1.1 Purpose

● to improve communication efficiency at Light International School with internal and external publics or target audience

● to regulate information flow that ensures timely communication

● to outline the communication process when it comes to risk as well as crisis communication

● to promote work ethics and professionalism through communication at Light International School

● to avoid information overload

1.2 Communication Channels at Light International School, Mombasa

● Website

- Circulars

- SMS

- Facebook page

- E mail

- New letters

- WhatsApp

- Phone Calls

- Phone SMS

- Formal letters

1.2.1 Website

The school website should reflect the true image of the school. It should be interactive and vibrant at all times.

It is the responsibility of the IT Technician to ensure that:

- information on the website is updated at least twice per week

- the contents of the website should communicate information that markets the school to external publics

- the communication materials should include all information that creates healthy public relations, advertising as well as strategic communication

- the website should carry all the information communicated through other channels

1.2.2 Circulars

Circulars are used to communicate official information to external publics (parents and students). The information contained in a circular is part of the school policies agreed upon. The information can be academic or non academic. All circulars written should be referenced and filed in the Principal's office with the aim of acting as reference points.

Circulars will include: booklets, brochures, leaflets, flyers etc.

It is the responsibility of the coordinator to ensure:

- he/she provides the contents of the circular

- the correctness of information in a circular

- that a copy is e-mailed to the school principal

- the information is uploaded on the website/Facebook page if need be

1.2.3 Bulk SMS

The SMS channel is used to communicate messages depending on the urgency of the matter. The SMS can also be used as a reminder to our external target audience. It is also used for internal communication. The contents of the message MUST be approved by the principal before it is sent out. It should be:

- brief

- grammatically correct

- clear and precise

1.2.4 Facebook fan page

The Facebook Page amplifies our day to day activities. The messages on Facebook are mainly in pictorial form with short captions. The messages are uploaded by the communication unit of Light International School, Mombasa to showcase the social aspect of our lives. Important dates, circulars and any information deemed necessary by the communication unit can be uploaded.

It is the responsibility of the communication unit to ensure:

- correctness of the captions used
- quality of pictures
- day to day updates
- correctness of language used

1.2.5 E-mail

School emails are used for internal purposes with the aim of organizing meetings, circulating official information and any other important information that requires evidence. The recipient(s) of the message MUST acknowledge that he/she has received the email.

In case of official emails that are external, the principal has to ensure correctness of information being sent out. These include sending invitations to school events, educational trips and any other emails that target the external publics or audience. At the discretion of the principal, external emails can be copied to the school coordinators.

1.2.6 News letters

The news letters are issued at the end of term. They act as a reminder of what has been done in the current term. However, they may forecast what is to be done in the next academic term.

The coordinators are responsible for the contents to be included in the newsletter.

It is the responsibility of the school principal and communication unit to coordinate this process.

The main purpose of this newsletter is to improve public relations and market the school to the external target audience.

It is the responsibility of the communication unit to ensure:

- correctness of the contents
- printing of the newsletter
- distribution of the newsletter

1.2.7 WhatsApp

WhatsApp groups are used for internal communication only and to communicate formal messages. However, its social function cannot be overlooked. The essence of WhatsApp groups is to ensure a faster flow of information within the organization. WhatsApp groups with parents are discouraged and in case they are formed, they should be dissolved immediately after the purpose has been achieved. For 'ad hoc WhatsApp groups', they should be dissolved immediately by the Admin of the group.This is done immediately after its mandate has been achieved. If not dissolved within 3 days then members are free to leave the group without informing the Admin. No one is coerced to join WhatsApp groups. Any WhatsApp group formed should be brought to the attention of the school principal by the coordinator.

1.2.8 Phone Calls

Any phone calls to the external audience (by students) are supposed to be done under the supervision of the coordinator. Phone calls are used in cases of emergencies and the contents of the message should be verified by the coordinator. Personal mobile phones can be used in extreme cases of emergencies at the discretion of the teacher. However, the coordinator and or principal should be notified at the earliest. Use of personal mobile phones for official matters is

discouraged. The internal phone calls are used by all teachers to hasten communication of messages.

1.2.9 Phone SMS

Phone SMS are informal channels of communication and do not communicate any official message to the external audience unless complemented by other channels of communication. They can be used among the internal audience but complemented by a phone call or personal school email.

1.2.10 Formal letters

Any formal letter is written and printed by the coordinator or principal and given to the target audience. A formal letter must bear the school logo and its content verified by the principal before it is sent out. Any teacher who intends to send out a formal letter has to inform the coordinator of its content.

The coordinator is responsible for:

- correctness of the contents
- sending the letter out
- carbon copy to the principal
- reply the letter if feedback is necessary
- make clarification when needed
- signing the letter

### 1.2.11 Other communication channels

Other communication channels cannot go against any of the guidelines given above. The communication unit is responsible for reviewing all communication channels and their functions.

Caveat: to avoid information overload towards the target audience, only one channel will be used to send out specific information. Communication unit approves the use of a complementing channel where necessary.

1.3 Communication Unit

Communication unit at Light International School, Mombasa is responsible for the entire communication process. One member is drawn from each of the three sections: Kindergarten, Primary and Secondary. Therefore, the communication unit of Light International School, Mombasa has a minimum of 4 members. The coordinators of the three sections, deputy principal

and the principal must be brought up to speed with whatever decision or action taken or to be taken by the unit.

1.4 Structure of Communication Process
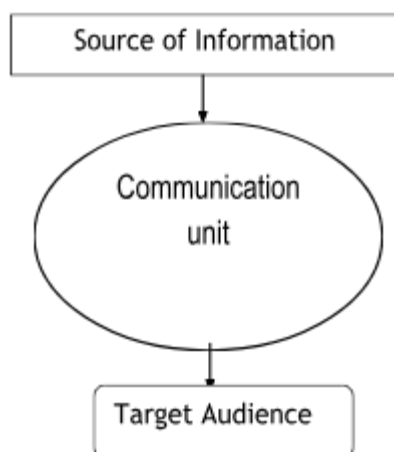
1.5 Risk or Crisis Communication

In case of risk or crisis communication, the communication unit meets and decides on the way forward. The unit in conjunction with coordinators and the principal comes up with a strategic communication plan that will reduce the risk of any messages as well as get them through the crisis or crises. Therefore, all the necessary communication elements must be considered before sending out messages to control the risk or reduce the adverse effects. This includes the appointment of a school's spokesperson if need be.

Signatories

1 ……………………………………………………………….

Date……………………

2 ………………………………………………………………

Date…………………….

3…………………………………………………………………..

Date…………………….