



## **Aas Health Foundation**

Swayambhu Apt 2, Near Nasare Sabhagruh,  
Hudkeshwar Road, Nagpur – 440034.

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# **Communication Policy**

## **1. Introduction**

Effective communication is vital for the success of Aas Health Foundation (hereinafter referred to as "the Foundation") in achieving its mission, engaging with stakeholders, and maintaining transparency. This Communication Policy outlines the principles and guidelines for internal and external communication within the Foundation. It is designed to ensure clear, consistent, and respectful communication that aligns with the Foundation's values and strategic objectives.

## **2. Purpose**

The purpose of this policy is to:

- Ensure effective, consistent, and transparent communication within the Foundation and with external stakeholders.
- Guide the appropriate use of communication tools and platforms.
- Maintain the Foundation's public image and reputation.
- Foster positive relationships with stakeholders, including beneficiaries, partners, donors, employees, volunteers, and the general public.
- Promote the responsible use of social media and other communication channels.

## **3. Scope**

This policy applies to all employees, volunteers, contractors, board members, and any individual representing the Foundation in any capacity, both internally and externally. It covers all forms of communication, including:

- Written communication (emails, reports, newsletters, press releases)
- Verbal communication (meetings, phone calls, presentations)

- Digital communication (social media, websites, online platforms)
- Media interactions

#### **4. Key Principles of Communication**

##### **1. Clarity and Transparency:**

- Communication should be clear, concise, and free from ambiguity.
- The Foundation will share relevant information openly with stakeholders to foster trust and accountability.

##### **2. Consistency:**

- Consistent messaging is critical to avoid confusion and ensure that all stakeholders receive the same information, particularly regarding the Foundation's mission, goals, and activities.
- All communication materials should align with the Foundation's core values and objectives.

##### **3. Respect and Sensitivity:**

- All communication should be respectful, inclusive, and sensitive to cultural, social, and individual differences.
- Care should be taken to ensure that no communication harms the dignity or rights of others.

##### **4. Accuracy:**

- Information shared should be accurate and reliable. Misinformation or rumors should be promptly corrected.
- Ensure that all facts, figures, and statements are verified before being disseminated.

##### **5. Confidentiality:**

- Sensitive or confidential information must not be shared without appropriate authorization.
- Personal data, financial information, and internal discussions must be treated with discretion, in compliance with data protection and privacy regulations.

## 5. Communication Channels and Methods

### 1. Internal Communication:

- *Emails*: For formal communication, internal updates, and record-keeping. All emails should maintain professionalism and clarity.
- *Meetings*: Regular team meetings, one-on-one discussions, and department updates to ensure that everyone is aligned and informed.
- *Intranet/Collaboration Tools*: Use of platforms like Slack, Microsoft Teams, or other internal tools for daily communication, project collaboration, and document sharing.
- *Newsletters and Bulletins*: Internal newsletters to share organizational updates, achievements, and important announcements.

### 2. External Communication:

- *Website*: The Foundation's website is a key tool for sharing information about the organization, its mission, programs, events, and impact.
- *Press Releases*: Official statements issued to the media to announce significant events, partnerships, or initiatives.
- *Social Media*: Platforms such as Twitter, Facebook, Instagram, and LinkedIn will be used to engage with the public, share updates, and raise awareness of the Foundation's work.
- *Public Relations and Media*: Media interactions, including interviews, press conferences, and media campaigns, will be handled by authorized spokespeople to maintain consistency and control over messaging.

### 3. Crisis Communication:

- In case of a crisis or sensitive situation (e.g., data breach, controversy), the Foundation will follow a clear, coordinated communication plan to manage the flow of information. The designated crisis communication team will be responsible for crafting accurate and timely messages to stakeholders.

## 6. Roles and Responsibilities

### ● Executive Leadership:

- Responsible for setting the tone and direction of external communications, including the Foundation's messaging and public relations.

- Approving key communications, such as press releases, statements, and official reports.
- **Communication Team:**
  - Develop and implement communication strategies, including media relations, content creation, and social media management.
  - Ensure alignment with the Foundation’s mission and vision in all communication efforts.
  - Monitor public perception and manage reputation.
- **Employees and Volunteers:**
  - Responsible for adhering to the communication guidelines and ensuring that their internal and external communications are respectful, clear, and professional.
  - Employees must refrain from making unauthorized public statements or sharing sensitive Foundation information without clearance.
- **Spokespersons:**
  - Only designated spokespersons (such as the CEO or senior leadership) should handle official communication with the media and external organizations.
  - Spokespersons will be trained on media engagement, key messaging, and handling difficult situations.

## 7. Social Media Guidelines

- *Official Accounts:* Only authorized personnel should manage and post on the Foundation’s official social media accounts.
- *Engagement:* Engage with followers in a professional and timely manner. Respond to questions, comments, and inquiries in alignment with the Foundation’s values.
- *Personal Accounts:* Employees and volunteers should be mindful of the content they post on personal social media accounts, particularly when referencing the Foundation. Personal accounts should make clear that views expressed are their own and not the Foundation’s, unless authorized.
- *Social Media Etiquette:* Refrain from posting content that could be viewed as discriminatory, offensive, or unprofessional.

## **8. Confidentiality and Data Protection**

- *Data Protection:* Communication that involves personal, financial, or sensitive data must comply with applicable data protection laws (e.g., GDPR, HIPAA).
- *Internal and External Confidentiality:* Any internal discussions or documents that are confidential should not be shared externally without appropriate permission. This includes strategic plans, financial data, and personnel matters.

## **9. Crisis Communication Plan**

In the event of a crisis, the following steps will be followed:

1. *Immediate Action:* Identify the crisis and establish the communication team. Ensure timely internal communication to keep all relevant parties informed.
2. *Message Development:* The communication team will develop a clear and consistent message, ensuring that it aligns with the Foundation's core values and mission.
3. *External Communication:* Issue statements to the media, stakeholders, and the public as necessary, addressing the crisis and outlining the steps being taken to resolve it.
4. *Follow-Up:* Regular updates will be provided to internal and external stakeholders to manage ongoing concerns.

## **10. Compliance and Enforcement**

All employees, volunteers, and authorized personnel must comply with the guidelines outlined in this policy. Non-compliance may result in disciplinary action, including training, written warnings, or termination, depending on the severity of the violation.

## **11. Review and Updates**

This Communication Policy will be reviewed on an annual basis or when significant changes occur within the organization or in the communication landscape. Updates to the policy will be communicated to all staff and stakeholders.

## **12. Contact Information**

For questions or further guidance regarding the communication policy, please contact:

**Communication Department**

Email: [Help@ashealthfoundation.com](mailto:Help@ashealthfoundation.com)

Phone: 7304317605

Address: Aas Health Foundation, Swayambhu Apt. 2, Hudkeshwar Road, Nagpur, MH - 440034

**Conclusion**

Aas Health Foundation is committed to maintaining transparent, respectful, and effective communication with all stakeholders. By adhering to this Communication Policy, the Foundation aims to ensure that all communication is clear, consistent, and aligned with the organization's goals and values.