

3.9 WEBSITE AND COMMUNICATION POLICY

This policy ensures that internal and external communication is consistent, coordinated and appropriate for stakeholder needs.

3.9.1 EXTERNAL COMMUNICATIONS:

In order to provide accurate, timely, and consistent information, only the Co-Chairs (or designated focal appointed by the Co-Chairs), are authorized to speak to the media on behalf of PRAMP. All media releases must be approved in advance by the Co-Chairs (or designated focal appointed by the Co-Chairs). For engagements with the general public, the appropriate Board or Executive Committee member(s) (or designated focal appointed by the Co-Chairs) will be responsible for communicating in a way that is consistent with PRAMP's mission, goals and objectives.

The Executive Director will maintain PRAMP's Communications Plan, which will formulate the basis of public communications. The Executive Director will update the website regularly in order to ensure that accurate and up-to-date information is shared with external stakeholders. Feedback from the public will be accepted through the website and social media; the Executive Director will be responsible for responding to this feedback in an effective and efficient manner.

The branding of external communications will be standardized –including consistent formatting and logo usage.

3.9.2 INTERNAL COMMUNICATIONS:

Board and Executive Committee members will need to effectively communicate with one another to ensure that they effectively collaborate in implementing the organization's goals and objectives. All members are responsible for the following internal communication considerations:

- Be respectful, open, and professional.
- Use language that is appropriate for the audience (e.g., avoid technical jargon if communicating to a broader, non-technical audience).
- Provide and solicit feedback in order to continuously improve.
- Respond to others in a timely manner (within 48 hours for most requests).

Internal communication will be managed through email lists and social media. Meeting agendas, pre-reading material and minutes will be regularly distributed, as described in Section 3.4 (*Meeting Protocol*).

