



FAWE LIBERIA COMMUNICATION POLICY

2024-2028

1. Introduction and Purpose

This Communication Policy's provides clear guidelines for all FAWE Liberia staff, national chapter members, Champions4Change alumni, partners, and volunteers on how to communicate internally and externally. It ensures consistency, professionalism, brand alignment, and effective advocacy for gender-responsive education in Liberia.

The policy is derived from FAWE Africa's 2024-2028 Communication Strategy and supports FAWE Liberia's mission to promote girls' education and gender equality.

2. FAWE Vision, Mission, and Core Values

Vision: An inclusive society where all girls and women in Liberia thrive through quality education.

3. Mission: To promote gender-responsive policies and practices in education, creating greater opportunities for Liberian girls and young women.

Core Values:

- impact-oriented
- Innovation
- Involvement
- Inclusivity
- Integrity
- Email, Microsoft Teams/Slack (once implemented), WhatsApp groups (official only)
- Monthly staff meeting and quarterly chapter updates

External:

- Social Media (Facebook, Instagram, X/Twitter, WhatsApp Broadcasts)
- Community Radio, local media briefings
- Newsletters and reports
- Face-to-face community meetings and school visits (especially in low-digital areas)

- FAWE Liberia Voices Podcast

Preferred Channels by Audience

- Policymakers & Partners: Formal reports, emails, policy roundtables
- Communities & Parents: Radio, visual storytelling, WhatsApp, community meetings
- Youth & Alumni: Instagram Reels, TikTok, Facebook, digital stories Scope

This policy applies to:

- All FAWE Liberia staff and leadership
- National Chapter members and volunteers
- Champions of Change alumni and program participants
- Partners, consultants, and service providers acting on behalf of FAWE Liberia

Key Principles of Communication

- **Consistency:** All messages must reflect FAWE branding, tone, and key messages.
- **Accuracy and Transparency:** Information must be factual, evidence-based, and timely.
- **Cultural Sensitivity:** Content must respect Liberia's diverse cultures, languages (English + local languages where appropriate), and contexts.
- **Inclusivity:** Use gender-responsive, disability-inclusive, and accessible language.
- **Confidentiality:** Protect sensitive data, beneficiary information, and internal documents.

Core Messages

- Empowering Liberian Girls Through Education
- Championing Gender Equity and Safe Learning Environments
- Strengthening Partnerships for Sustainable Impact
- Building Capacity of Educators, Communities, and Policymakers
- Showcasing Success Stories of Liberian Champions of Change
- **Branding and Visual Identity**
 - Use only official FAWE Liberia logos and approved templates.
 - Follow FAWE Africa brand guidelines (colors: blue, yellow, white; fonts as specified).
 - All public materials (posters, reports, social media) must be approved by the Communication focal point before use.
- **Communication Channels**

Internal:

8. Stakeholder Engagement

- **Internal:** Board of Management, Staff of National Chapter
- External: Ministry of Education, donors (e.g., Mastercard Foundation), schools, communities, media, Champions of Change

All major external communications require clearance from the Executive Director or designated Communication Lead.

9. Champions of Change Role

Alumni are key ambassadors. They are encouraged to:

- Share personal success stories
- Participate in advocacy events and Impact Days
- Use approved messaging and branding
- Undergo basic digital storytelling training

10. Crisis Communication

- A Crisis Response Team (CRT) will be activated for any issue that could damage reputation (e.g., safeguarding incidents, misinformation, natural disasters).
- Only designated spokespersons (Executive Director or assigned person) may speak to media during crises.

11. Approval Process

- All press releases, social media campaigns, reports, and public statements must be reviewed and approved by the Communication focal point and National Chapter leadership.
- Urgent matters: 24-hour turnaround for approval.

12. Knowledge Management (**Monitoring, Evaluation, Accountability & Learning (MEAL)**)

- Track reach, engagement, and feedback quarterly.
- Annual communication audit to measure effectiveness.
- Report progress against the four strategic objectives

13. Capacity Building

FAWE Liberia will:

- Train staff and alumni on digital tools, storytelling, and branding.
- Establish internal knowledge-sharing systems.
- Provide templates and guidelines to all regional chapters (within Liberia)

14. Compliance and Enforcement

- All personnel must sign acknowledgment of this policy.
- Violations (e.g., unauthorized statements, brand misuse) may result in disciplinary action.

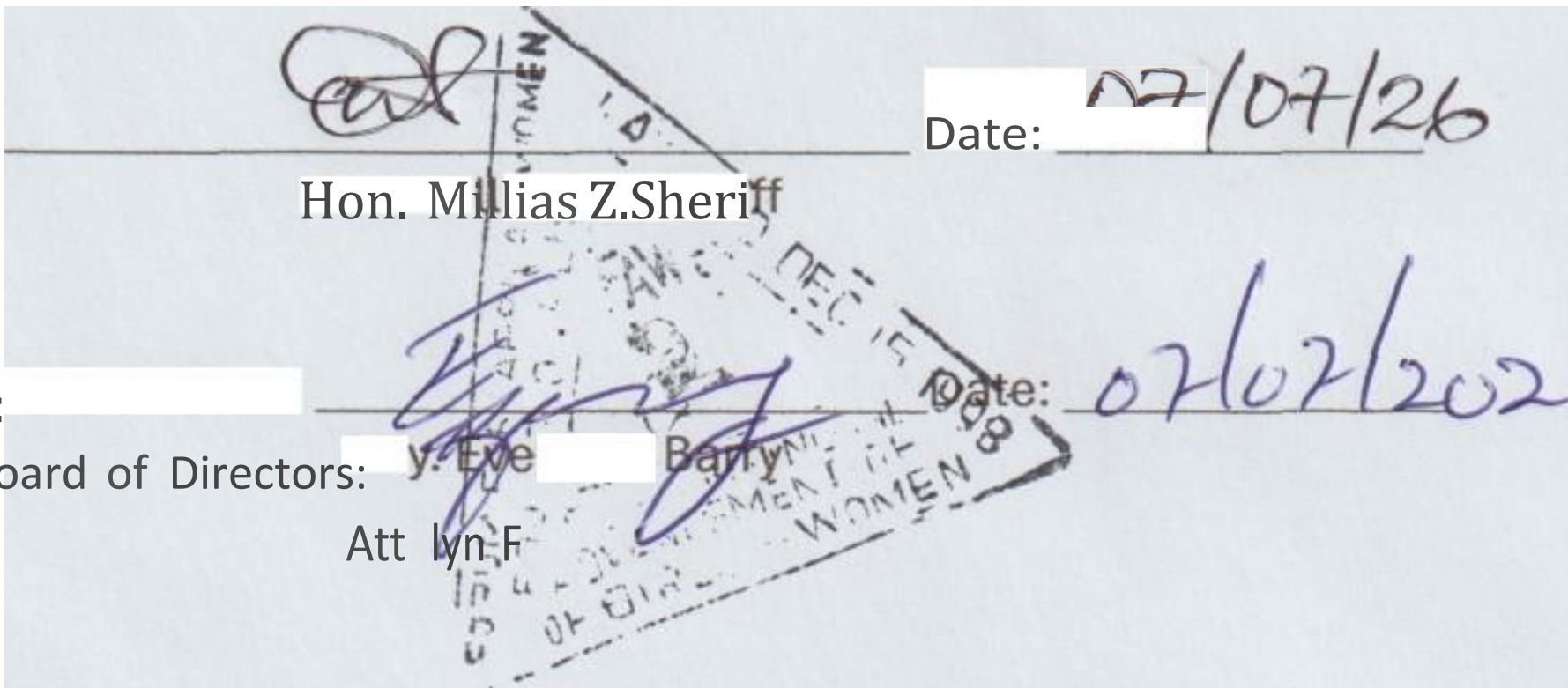
15. Policy Review

This policy will be reviewed annually or as required by changes in FAWE Africa strategy or Liberia's operating context.

Exceptions, Review, and Approval

- Exceptions: Written approval by Executive Director or Board.
- Review: Annually or on significant changes.

Review by:
Executive
Director:



Approved by:
Chairperson, Board of Directors:

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