# Corporate Communications Policy

# Introduction: How to Use This Tool

A corporate communications policy seeks to promote a positive brand image, consistent with an organization’s business vision and mission. This document serves to define the communication standards expected of all employees when communicating with both internal and external stakeholders.

This policy offers a framework for defining an organization’s corporate communications policy.

To use this template, fill in the blanks indicated by square brackets and delete the introductory and explanatory text in dark grey.

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| --- | --- |
| **Policy Title** | Corporate Communications Policy |
| **Policy Owner** | Human Resources |
| **Policy Approver(s)** | Insert title |
| **Related Policies** | List related policies. |
| **Related Procedures** | List related enterprise procedures. |
| **Storage Location** | Describe physical or digital location of copies of this policy. |
| **Effective Date** | List the date that this policy went into effect. |
| **Next Review Date** | List the date that this policy must undergo review and update. |

### Purpose

### [Company name] is dedicated to the promotion of a positive brand image of the organization, by maintaining a consistent and professional approach to all official communications, brand, and corporate identity. This policy seeks to establish guidelines for presenting the organization to current and potential stakeholders, both internally and externally.

### Scope

[Company name]’s Corporate Communications Policy applies to all employees at [Company name] regardless of employment status.

### Division of Responsibility

**External Communications:**

[Company name] has designated spokespersons assigned to ensure that all communications are in line with the organization’s policies and goals. Only designated spokespersons are permitted to issue statements on behalf of the organization.

* The [Insert title, e.g. CEO] is the principal spokesperson for [Company name] on all organization-wide matters, including but not limited to crisis communication, financial position, business strategies, market valuations, and competition analyses. In the event that the [Insert title, e.g. CEO] is not available for relevant communication, the [Insert title, e.g. CEO] will serve as the main spokesperson to all stakeholders or may select suitable individuals to represent them.
* The [Insert title, e.g. CEO] is the principal spokesperson for [Company name] in ensuring that all financial reporting and information are in accordance with applicable legislation standards, and representing the organization in relation to the financial market.
* The [Insert title, e.g. CEO] is the principal spokesperson for [Company name] in regards to communication with analysts, shareholders, and business/financial journalists.
* The [Insert title, e.g. CEO] is the principal spokesperson for [Company name] in regards to any legal and/or public affairs.

Other operating unit Senior Executives are entitled to communicate concerning current operations within their particular areas of responsibility and expertise, unless it may potentially affect share prices. Executives are encouraged to run all communications, media contacts, or other external contacts of material importance through the [Insert department, e.g. Corporate Communication Department].

Other employees are not permitted to make statements on behalf of the organization, but are not prevented from making personal statements (e.g. on Social Media). In such events, the employee must state clearly that the statement is from a personal viewpoint, and does not necessarily reflect the views or opinions of [Company name].

**Internal Communications:**

The [Insert department, e.g. Corporate Communication Department] is responsible for all internal communications and is the primary source of corporate information for [Company name]. [Insert department, e.g. Corporate Communication Department] is responsible for developing internal communication structures that ensure that information reaches all employees via the most efficient communication channels. All internal communication are produced and distributed in [Insert language, e.g. English]. [Insert department, e.g. Corporate Communication Department] is responsible for:

* Publishing all relevant corporate information on the Intranet/Internet;
* Facilitating internal communication flows and communicating in line with organizational strategies;
* Ensuring that information material produced locally (e.g. newsletters, other publications and websites) conforms to the organization’s communication guidelines, as well as to federal legislation.

[Insert department, e.g. Corporate Communication Department] also develops and maintains, as per [Company name]’s vision, mission, and goals, the guidelines for [Company name]’s corporate identity and graphical appearance. All division heads/managers are responsible for ensuring that employees/units for which they are responsible follow these guidelines and consult with the [Insert department, e.g. Corporate Communication Department] in this regard.

Employees of [Company name] are expected to always communicate in a professional and responsible manner, both internally and externally by taking in information that is communicated, sharing information as appropriate, and contributing to dialogue. If required, employees should ask for guidance from the unit’s contact person within the [Insert department, e.g. Corporate Communication Department].

### Confidentiality of Information

[Company name] is dedicated to creating an open and trusting communication environment at all levels of the organization to ensure employee involvement and commitment. However, employees must recognize the confidential nature of information, primarily for internal use (e.g. information on customers or competition, market information that is price-sensitive). If employees are uncertain of what constitutes confidential information, they may seek the advice of their immediate superior or the [Insert department, e.g. Corporate Communication Department]. It is also recommended that, whenever possible, confidential material should:

* Be identified as such.
* Be stored in secure locations, electronically or otherwise, to which access is controlled and/or limited.
* Be removed promptly from meeting rooms at the conclusion of meetings.
* Not be discussed with employees not related to the matter or in places where the discussion may be overheard.
* Not be copied unnecessarily or left where others can easily retrieve it.

### Disclosure

[Company name] is dedicated to maintaining transparency of information amongst all its shareholders. However, until the organization chooses to disclose certain information, said information will be classified as confidential. When releasing organizational information, [Company name] will:

* Release accurate and timely information via the appropriate communication channels.
* Include mention of any information omitted from the disclosure to prevent misleading stakeholders.
* Release unfavorable information, if required, in a prompt, complete, and favorable fashion, without impingement of the truth.
* Not selectively disclose information to make the organization look favorable.
* Correct any disclosure that the organization learns contained a material error at the time it was given.