

CHINESE DEVELOPMENT ASSISTANCE COUNCIL COMMUNICATIONS POLICY

1 Purpose

- 1.1 To ensure information about CDAC is released clearly, consistently, accurately and in a timely manner across all media platforms;
- 1.2 To ensure that the message serves to inform, raise awareness, to provide information or receive feedback as well as to provide key explanations;
- 1.3 To develop effective two-way communication channels between CDAC and all key stakeholders;
- 1.4 To build and maintain confidence in the quality and range of services provided by the CDAC;
- 1.5 To develop and sustain positive relationships with key external stakeholders; and
- 1.6 To promote a professional and well-received corporate identity.

2 Channels of Communication (Media Platforms):

- 2.1 There are various media platforms which include:
 - 2.1.1 Print Media;
 - 2.1.2 Radio;
 - 2.1.3 TV;
 - 2.1.4 Online News;
 - 2.1.5 Social Media (Facebook, Instagram, LinkedIn, Tik Tok); and
 - 2.1.6 Others
- 2.2 All communication must be managed through the Stakeholder Communications team through:
 - 2.2.1 Media releases;
 - 2.2.2 Media briefings;
 - 2.2.3 Media conferences; and/or
 - 2.2.4 Media Interviews.

3 Media Handling Protocol

- 3.1 Principle
All dealings with the media, beneficiaries, volunteers, donors, partners, and other stakeholders, shall be carried out in a professional, courteous, respectful and timely way.

3.2 Responding to media queries

- 3.2.1 All media queries should be referred immediately to the Stakeholder Communications team. This includes requests to interview/ film/ photograph stakeholders or staff.
- 3.2.2 All contacts with the media should be communicated to the Stakeholder Communications team immediately.
- 3.2.3 All responses to media must be approved by the Executive Director before it is issued.
- 3.2.4 Any other parties affected by the response will be notified of the query prior to the release of the information.
- 3.2.5 All responses will be issued with respect to media deadlines, where reasonable notice has been given. In the event of unforeseen circumstances where the deadline cannot be met, the Stakeholder Communications team will request for an extension of deadline with explanations.
- 3.2.6 All media queries and responses will be logged.
- 3.2.7 Any request from the media to interview/ film/ photograph beneficiaries, volunteers, donors, partners, staff and other stakeholders will only be granted if the stakeholder concerned provides explicit written consent. If the stakeholder is below 16 years old, consent must be obtained from his/ her parent/ guardian.
- 3.2.8 Legislation such as the PDPA which governs the sharing or disclosure of any information should be taken into consideration.

3.3 Request for information

All contacts with the media, even if it seems a request for any information, e.g. number of tuition centres, programme description, should be referred to the Stakeholder Communications team, unless the staff has been appointed to liaise with media to provide the information.

3.4 Approving Authorities

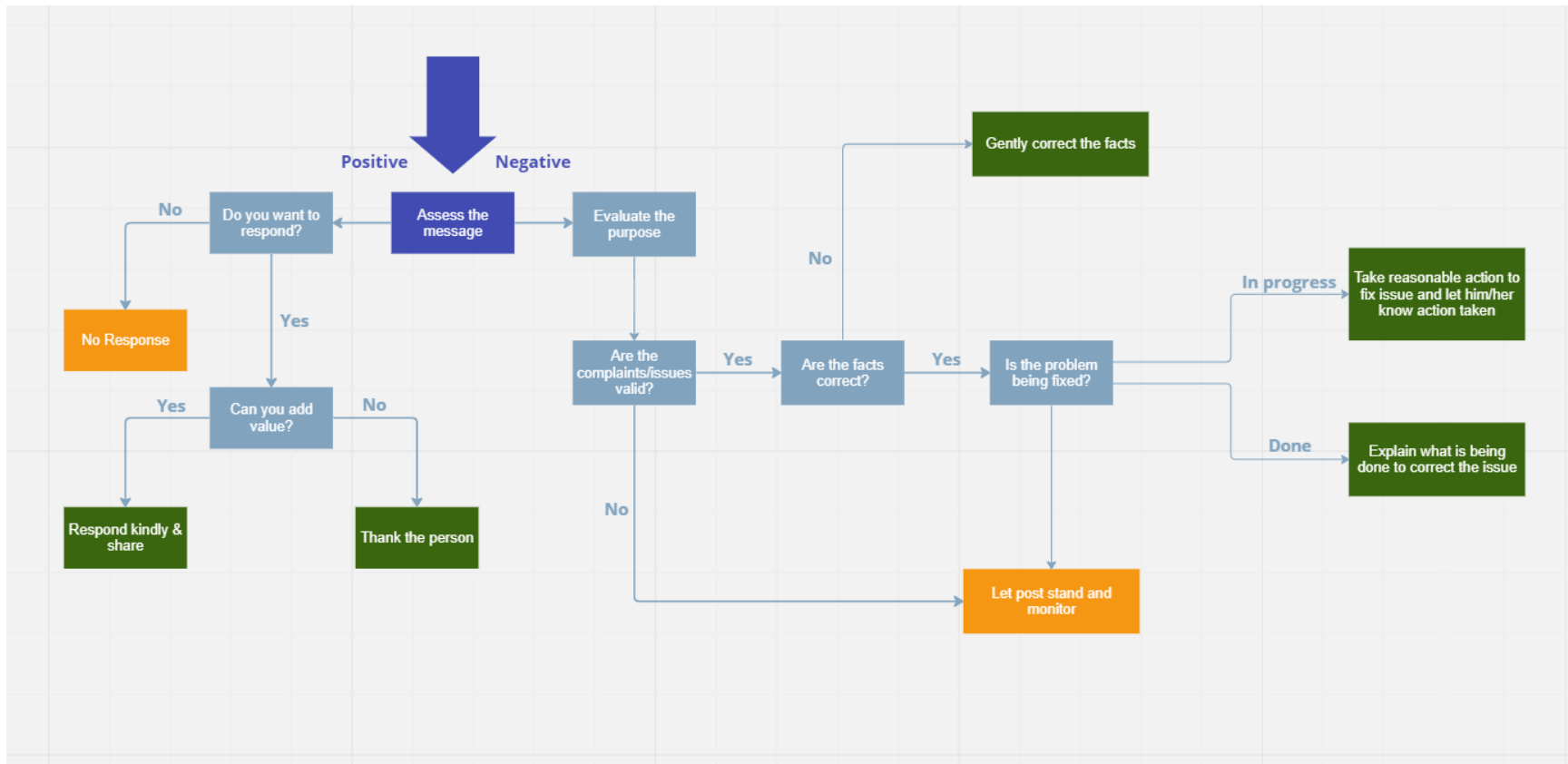
All external communications (media/ news/ press releases) are to go through the following processes before being released externally:

- The Stakeholder Communications team will work with the respective programme owners in the development of any external communications.
- Before being released, the information shall first be approved by the Head of the programme and Stakeholder Communications Director, followed by the Executive Director.

- The external communication with respect to corporate and policy announcements will be sent to the Chairman of the Board for approval. The media release will be shared with Board Members before it is issued.

Workflow for Social Media

The workflow for communication and engagement on social media is as follows:



3.5 Negative feedback

- 3.5.1 All negative feedback should be acknowledged within 24 hours.
- 3.5.2 If the feedback requires a follow-up response, the response should be made to same thread under the post to close the feedback loop within 3 working days.
- 3.5.3 To continue to monitor web conversations after resolution to ensure proper closure of the issue.

3.6 Abusive, racist & political comments

- 3.6.1 The comments will be removed or hidden as soon as it is discovered and the fan/ follower who posted the comment will be blocked immediately. The organisation has stated clearly that the organisation reserves the rights to remove any abusive, racist & political comments posted on its social media channels.
 - 3.6.2 If the public enquires about the comment, the organisation will explain that the comment was posted by a member of the public and it has been removed. The organisation needs to clarify that it does not endorse the comment and has blocked the fan/ follower since.
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