

Communication Policies Update

Timescale – 1-2 weeks

Brief

To bring together, review, and rewrite WAGGGS communications policies, in line with the organisation's vision, purpose, identify and voice. Create new policies where there are gaps. Ensure that WAGGGS has a suite of communication policies which covers staff, volunteers and other representatives working with WAGGGS, when using our communications channels and spaces.

Problem to be solved

All staff, volunteers and representatives of the organisation understand how WAGGGS should communicate and the expectations on them in doing so as members and representatives of the organisation.

Background of the project

Girl Guides and Girl Scouts represent 8.8m girls and young women in 153 countries. Girl Guiding and Girl Scouting organisations, at a national level, are independent of WAGGGS. WAGGGS is the membership organisation which brings together the global Girl Guiding and Girl Scouting movement. More information can be found here - <https://www.wagggs.org/en/about-us/who-we-are>

Over time a collection of communication policies have been developed to support WAGGGS staff, volunteers and representatives, and how they use WAGGS' range of communications channels and media spaces. Some of these policies are standalone policies such as WAGGGS Brand Policy, others are captured within other policies such as social media is referenced in the IT policy. Given the organic development and growth of these policies, they do not speak to one another or provide a collective, uniform approach to how WAGGGS staff, volunteers and representatives should communicate.

Global events and conflicts have dictated a renewal of our communication policies to bring them into line with the current Girl Guiding and Scouting movement and the needs of a modern organisation.

WAGGGS communicates through print (e.g. training resources) and digital media (e.g. website and social media) but also attends international forums (e.g. UN, CSW, COP) where staff, volunteers, and Girl Guides and Girl Scouts represent the whole movement.

WAGGGS also has a uniform as part of the Guiding movement, which means that WAGGGS, like the rest of the Girl Guiding and Girl Scouting movement has a set of clothing and symbols which are worn to represent the organisation.

WAGGGS works in English but communicates in four languages – English, French, Spanish, Arabic.

What we currently have in place as separate documents:

- Brand policy / guidelines
- External Communications Policy

- Internal Communications policy
- Internal Visits - policy & guidelines
- Communications in crisis
- Response to global issues policy
- Photographs, taking great pictures

Objectives

A single communications policy which covers (but is not limited to):

- The principles that underlie WAGGGS communication
- How WAGGGS should communicate (e.g. tone of voice, impartiality, girl-centred) in different physical, print and digital spaces
- Who should communicate on behalf of WAGGGS and levels of approval
- How WAGGGS communicates in time of crisis
- Examples of how WAGGGS should communicate in different spaces

Deliverables

A single document, clearly structured, in plain English. Approximately 10-20 pages.

Who is the final product for

Staff, volunteers and representatives of the organisation (girls and young women and alumni).

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