



## Communications Policy

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**World Animal Protection is a global animal protection organisation comprising affiliated entities working together in support of an agreed global strategy and bound through collaboration agreements to adhere to a set of corporate policies, principles and values.**

### I. Scope

1. All World Animal Protection staff, volunteers (which term includes board members) and contractual third parties.
2. All World Animal Protection entities.

### II. Policy

This policy will provide World Animal Protection with a foundation from which to approach its communications activities of engaging, influencing and mobilising its target audiences in an integrated, efficient and consistent way. It will help to deliver World Animal Protection's global communications strategy in support of its organisational objectives, contribute to the protection of the organisation's reputation and will be implemented through all of its key communications disciplines (including brand).

This policy should be read in conjunction with all other World Animal Protection policies, but with particular reference to the Corporate Social Responsibility Policy, Human Resources Policy, Information Management Policy, Partnership Policy and the Anti-Fraud, Bribery and Corruption Policy.

1. World Animal Protection's communications will reflect the values and personality of the organisation.
2. World Animal Protection will ensure that its communications, whether proactive, reactive or statutory, are accurate, accessible and timely.
3. World Animal Protection is a global organisation and in its communications respects and values differences across language, ethnicity, religion, caste and culture.

4. World Animal Protection's approach to communications is organisationally driven. The organisation will always remember that communications activity is not an end in itself, but must serve and be aligned with World Animal Protection's global strategic objectives.
5. World Animal Protection will always consider the welfare of the animals and will never knowingly develop communications activities which endanger or are contrary to the interests of animals or people caring for them.
6. World Animal Protection's communications, and communications planning, will be based on appropriate levels of evidence and knowledge according to the demands of the context, and on its ethical perspective as relevant to the issue. This will be obtained through stakeholder research and information-sourcing activities across the global network, and will be subject to appropriate quality control and approvals at a national and, where appropriate, at regional and international level.
7. World Animal Protection will not usually comment on questions based on speculation or rumour.
8. World Animal Protection is committed to ensuring that volunteers, employees, partners, supporters and those close to the cause understand the challenge that lies ahead and the organisation's approach to animal welfare. World Animal Protection will ensure that they have access to the guidance and tools that will motivate all to communicate effectively and appropriately in their work or personal networks.
9. World Animal Protection's communications plans, tools and channels will consistently and creatively communicate the global challenges and solutions relating to animal welfare, working within relevant regulations and using best practice. World Animal Protection will integrate communications, campaigning, fundraising and external relations plans and will work collaboratively wherever appropriate.
10. World Animal Protection recognises that there is a need to communicate in a different way with different audiences, using different channels, tone and messages, but within a global framework (eg, visual identity and corporate guidelines – language, quality, imagery; media and social media, etc) that every World Animal Protection communication must respect.
11. Staff should aim to avoid discussing World Animal Protection's competitor organisations wherever possible; where it seems unavoidable, staff must ensure that they do so at a minimal level and in as neutral terms as possible.

12. Global internal communications will be undertaken in English – World Animal Protection’s chosen operational language. All documents intended for distribution outside a local office will be produced in English and all members of staff are expected to use English in both written and oral inter-office communications unless there is mutual agreement to do otherwise. World Animal Protection explicitly recognises that many of its employees do not have English as their first language and also recognises that consistent, sensitive translation for external communications is important, and that literal translation will not always be appropriate.
13. All World Animal Protection employees and trustees have a role as communicators and are expected to contribute positively to the organisation’s communications and, in turn, World Animal Protection will take an intelligent, planned, prioritised approach to make the most of staff resources across all departments and entities.
14. Only designated spokespeople, who must have undertaken World Animal Protection-approved media training, will be authorised to engage directly with the media.
15. Only designated staff are allowed to post on World Animal Protection’s social media platforms. For personal media channels, the HR Policy (§12) applies.
16. All entities will have in place clear processes for planning for and flagging up potential crisis issues and ensuring that they are dealt with at the earliest stage at the appropriate level.
17. In terms of internal communications, all World Animal Protection staff are expected to take responsibility for sharing information with each other and engaging in dialogue in order to work in a more integrated and effective way.
18. World Animal Protection will have a Global Communications Strategy, including global strategic objectives, as well as other strategies and guidelines, based on suitable consultation, for communications in support of the principles outlined in this policy. For instance, these will include issues of language, accessibility of internal and external communications and of approval levels and quality checking at a national, regional and, where appropriate, international level.
19. World Animal Protection will develop and consistently use a single global brand to maximise its impact on its target audiences. The brand, which includes but is not restricted to the logo, applies to, and informs, every communication and interaction within and beyond the organisation, at every level, as laid out in the global brand guidelines.
20. World Animal Protection will adopt all necessary measures at appropriate levels to protect its brand. Staff and volunteers are all considered to be custodians of the brand.
21. All World Animal Protection entities are expected to observe global communications guidelines.

22. Participation in professional association activities, industry award programmes or related public programmes is permitted, but this must comply with approved relevant guidelines and external communications principles. World Animal Protection staff must identify the results they hope to achieve through these activities to ensure they are in line with the organisation's overall strategic objectives.
23. World Animal Protection communications staff will work closely with relevant parts of the organisation on media and policy statements on animal welfare issues to ensure that when occasion demands we can respond quickly and professionally.
24. World Animal Protection will engage with communications partners in accordance with the requirements of the Partnership Policy.
25. World Animal Protection will ensure that its contractual arrangements and relationships with partners and suppliers support the key communications principles and organisational values.
26. World Animal Protection will routinely monitor and evaluate its communications processes, content and impact in order to assess their effectiveness in delivering its global communications strategy.
27. World Animal Protection will monitor external media consistently in order to identify opportunities for proactive engagement and reactive management of potentially negative publicity.