



**THE KENYA SCOUTS ASSOCIATION**  
**CORPORATE COMMUNICATIONS**  
**POLICY**

---

**MARCH 2016**

---

**KENYA SCOUTS ASSOCIATION, ROWALLAN SCOUT CAMP, JAMHURI PARK, KIBERA  
DRIVE+254 020 202 0819, + 254 733 919 333, P.O BOX 41422-00100, NAIROBI KENYA**  
[www.kenyascouts.org](http://www.kenyascouts.org), [info@kenyascouts.org](mailto:info@kenyascouts.org)

**Contents**

<b>1.0</b>	<b>THE KENYA SCOUTS ASSOCIATION EDUCATIONAL PROPOSAL .....</b>	<b>3</b>
<b>1.2</b>	<b>Introduction .....</b>	<b>7</b>
<b>1.3</b>	<b>Definition of Terms .....</b>	<b>7</b>
<b>1.4</b>	<b>Vision .....</b>	<b>9</b>
<b>1.5</b>	<b>Mission.....</b>	<b>9</b>
<b>1.6</b>	<b>Objectives .....</b>	<b>9</b>
<b>1.7</b>	<b>Scope.....</b>	<b>9</b>
<b>1.8</b>	<b>Core Values.....</b>	<b>9</b>
<b>2.0</b>	<b>Media Relations, Public Comments, and Designated Spokesperson(s) .....</b>	<b>10</b>
<b>2.1</b>	<b>Media Relations .....</b>	<b>10</b>
<b>2.2</b>	<b>Roles and Responsibilities of the Designated Spokesperson.....</b>	<b>10</b>
<b>3.0</b>	<b>Public Comments at Industry Conferences.....</b>	<b>10</b>
<b>4.0</b>	<b>Public Statements of Personal Opinion.....</b>	<b>11</b>
<b>5.0</b>	<b>Duty of Loyalty.....</b>	<b>11</b>
<b>6.0</b>	<b>Release of Information .....</b>	<b>11</b>
<b>7.0</b>	<b>Crisis Communication .....</b>	<b>13</b>
<b>8.0</b>	<b>International Communication .....</b>	<b>14</b>
<b>9.0</b>	<b>Social Media .....</b>	<b>14</b>
<b>10.0</b>	<b>Personal Blogs, Websites and Social Media.....</b>	<b>15</b>
<b>11.0</b>	<b>Data Protection .....</b>	<b>15</b>
<b>12.0</b>	<b>Reporting Significant Events.....</b>	<b>15</b>
<b>13.0</b>	<b>Corporate Communications Committee .....</b>	<b>16</b>
<b>14.0</b>	<b>Functions of the Corporate Communications Committee .....</b>	<b>16</b>
<b>15.0</b>	<b>Term of Office .....</b>	<b>16</b>

**16.0 Meetings..... 16**

**17.0 Consequences for Non-Compliance with this Policy ..... 16**

**18.0 Policy review and amendment ..... 16**

**19.0 Related Policies and standards ..... 17**

## 1.0 THE KENYA SCOUTS ASSOCIATION EDUCATIONAL PROPOSAL

Kenya Scouts Association (KSA) is a registered member of the World Organization of the Scouts Movement (WOSM). It is a voluntary, on-political and educational Movement for young people open to all without distinction of origin, race, gender, creed or ethnic/tribal background in accordance with the purpose, principles and method as conceived by the founders as stated below;

### a) Purpose

To contribute to the development of young people in achieving their full physical, intellectual, emotional, spiritual, social, and character potentials as individuals, as responsible citizens and as members of their local, national, regional and international communities.

### b) Principles

#### i. Duty to God

Adherence to spiritual principles. Loyalty to the religion that expresses them and acceptance of duties resulting there from.

#### ii. Duty to others

Loyalty to our country in harmony with the promotion of local, national, regional and international peace, understanding and co-operation/integration.

Participation in the development of society with recognition and respect for the dignity of ones fellow man and for the integrity of nature.

#### iii. Duty to self

Responsibility of the ones self; realization of ones right to develop, learn and grow, learning to assert oneself, make ones decision, set aims and identify the necessary steps to achieve ones full potentiality.

c) Method

Is a system of progressive self-education that should be applied to all sections, taking into account the socio-cultural environment of the young people.

The Scout method is applied in the following ways:

- i. Law and promise.
- ii. Learning by doing.
- iii. Membership of small groups (patrol system) requiring adult guidance, progressive discovery and acceptance of responsibility and training towards self-governance directed towards the development of competence, self-reliance, honesty and leadership skill objectives.
- iv. Progressive and stimulating programs (progressive scheme) consisting of varied activities based on ones own interest including games, useful skills and service to community, all taking place largely in an outdoor setting.
- v. Symbolic framework or symbolic background where the scouts relate to their socio-cultural background in order to have a programmed that has a national touch.
- vi. Relationship between adults and young people where leaders have the responsibility to keep an eye on the young ones especially the Sungura, as they are delicate majority.
- vii. Life in nature, it is not just animals, trees, rivers etc for scouts. Nature is a club where one can enjoy themselves, a laboratory where one feels closer to God and can worship Him in ones own way.

KSA VISION

Creating a better world.

KSA MISSION

Educating young people to play a constructive role in the society.

This is achieved by:-

- i. Involving the youth throughout their formative years in a non-formal educational process.
- ii. Using a specific method that makes each individual the principle agent in ones development as a self-reliant, supportive, responsible and committed person.
- iii. Assisting them to establish value system based upon spiritual, social, and personal principles as expressed in the scouts law and promise.

#### SITUATION IN KENYA

Kenya like many other countries in Africa is faced with unique challenges requiring unique interventions/responses. This makes us give Scouting a specific orientation with the aim to responding to the needs and aspirations of the Kenyan youth thus making Scouting a reliable actor in the Kenyan civil society.

The Kenyan society is still facing a number of challenges notably unemployment, violation of human rights, oppression, poverty, ethnic, strives, high school dropout rates, poor infrastructure, breakdown in family values and morals and gender disparity/imbalance, etc.

Secondly, our natural resources are over exploited without replacement leading to desertification, droughts and floods. Everywhere in the country, the youth are threatened by pandemic diseases i.e HIV/AIDS, drugs abuse and many of them have found themselves in difficult circumstances especially on streets without basic needs i.e. food, shelter, clothing and lack of education. Under development of rural areas has also accelerated rural-urban influx leading to uncontrolled urbanization and the development of slums and shanties. As an Association, we have quite a number of opportunities and strength that can be harnessed to reverse this situation namely;

- i. Large membership of young boys and girls in the association.
- ii. Good will from the members of the public and the government.
- iii. Good organizational structure of co-ordination and networking throughout the country.

- iv. Large number of qualified trainers and scout leaders.
- v. Availability of resource and reference materials.
- vi. Willing partners e.g. Africa Regional office/WOSM, Donor and UN agencies i.e. UNIFA, DANIDA, UNDCP, and other NGOs, Government departments and ministries.
- vii. Existence of a rich youth programme that is able to address the contemporary issues facing out youth.

Today, KSA in co-operation with various partners is involved in a number of community development programmes giving young people opportunities to improve the quality of life in their community and acquire the necessary skill and attitude to enable them become real agents of development. These include children in difficult circumstances project, peace and reconciliation campaigns, reproductive health and HIV/AIDS education, drug abuse control, environmental awareness, human rights advocacy, etc.

The contribution scouting can give to the development of this county in the long term is to train the future leaders that Kenya needs to overcome its problems. This is the main reason why we are making this education proposal and commitment for the Kenyan youth.

#### OUR COMMITMENT.

We, the Kenya Scout Association want to contribute in preparing free, supportive, responsible and committed citizens, who are needed to build a better future for Kenya.

They will be;-

- i. Men and women of character Integrity responsible and self-reliant, constant and true to the word, able to value human labor and to build their family on love; aware of their won dignity and that of others, able to share with everybody joyfully and affectionately.

- ii. Agent of development ready to serve other, involved in their community, defenders and respecters of other people's rights, pledged to democracy and committed to development, lovers of justice and promoters of peace.
- iii. Creative persons keen to leave the world better than they found it, able to strive for the integrity of the natural world, learning continually and searching for ways to solve problems and do their work well.
- iv. Spiritual people free from the hunger to possess, with a transcendental sense of life, able to open their hearts to God, live their faith joyfully and make it part of their daily life, open to dialogue and understanding and able to respect others' cultural traditions and religious beliefs.

Therefore our choice is to act as educators, as supporters of our youths to work with all the citizens who believe in young people as real agents of a brilliant future for all Kenyans and the world at large.

## 1.2 Introduction

This policy is drafted to comply with the Data Protection Act 1998.

## 1.3 Definition of Terms

**Kenya Scouts Associations Personnel** – any person employed or warranted adults of the Association.

**Material Information** – any information relating to the business and affairs of the Association that when publicly released would significantly affect, or would reasonably be expected to have a significant effect, on the Association. Material information includes both material facts and material changes.

**Confidential Material Information** – material information not widely disseminated within or external to the Association which, if disclosed, would be unduly detrimental to the Associations interests.

**Disclosure Committee** – a committee of the Association's personnel with a primary oversight function of certification of disclosure controls and procedures of dissemination of the Association's communications to stake holders.



**General and Routine Information** - information that would not otherwise be classified as material information, and which is not otherwise required to be kept confidential.

**Selective Disclosure** - disclosure of confidential material information to one or more stakeholder

**Crisis** - any situation which requires immediate and coordinated action, and/or will have a significant impact on the operation or the reputation of the Association.

Social media - includes blogs, wikis, microblogs, message boards, chatrooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner

## 1.4 Vision

Enhanced National and International Profile of KSA

## 1.5 Mission

To institute and maintain a world-class corporate communication system through improved flow of information by providing quality and cost effective information technology solutions for KSA.

## 1.6 Objectives

- i. To establish guidelines for the Association communication process and procedures. This includes the release of material information about the Association to the general public, media, and stakeholders both primary and secondary, internal and external and current and potential investors and partners in a timely, consistent, and appropriate manner.
- ii. To increase visibility of KSA to all stake holders through marketing the Scouting Programme to all its key stakeholders and enhancing customer delight and satisfaction.
- iii. To provide direction for all the Kenya Scouts Association personnel in the appropriate treatment of material, confidential, general, and routine Association information.
- iv. To define guidelines on the design of the Association's communication materials including IEC materials, certificates, staff and visitor's badges, car passes and branding materials for the Association centers and sites.
- v. To establish and sustain positive media relations through the development of a media protocol.
- vi. To develop a feedback and appraisal system for the Association.
- vii. To define guidelines on the use of ICT as an integral aspect in the dynamic day to day functions of the Association
- viii. To use ICT for proper management of Data including its collection, processing and storage

## 1.7 Scope

This policy applies to the generation, use and management of all information (general, confidential, or material) in whatever form or means, regarding the Association that is shared within and without the Association.

## 1.8 Core Values

- |                 |                                     |
|-----------------|-------------------------------------|
| i. Integrity    | iv. Customer satisfaction & delight |
| ii. Honesty     | v. Innovation                       |
| iii. Timeliness | vi. Professionalism                 |

## **2.0 Media Relations, Public Comments, and Designated Spokesperson(s)**

### **2.1 Media Relations**

- i. All media relations activities shall be coordinated by the National Executive Commissioner through the Communications department.
- ii. The Chief Commissioner shall be the primary spokesperson of the Kenya Scouts Association. He/she can delegate that authority to any person depending on the circumstances and issues.
- iii. The National Executive Commissioner is the link person for updates and responses.
- iv. Unless otherwise authorized, Public Relations, Media relations activities and Media interviews shall be restricted to the Chief Scout, Chief Commissioner, National Executive Commissioner and the Communications Officer.
- v. All media enquiries must be referred to the National Executive Commissioner through the Communications department as soon as possible for follow up.
- vi. With approval from the Chief Commissioner, warranted commissioners may speak to the media on an ongoing scout activity or event for which they are responsible and shall do so without discussing national scout issues or making policy pronouncements.

### **2.2 Roles and Responsibilities of the Designated Spokesperson**

The designated spokesperson has a duty to speak truthfully and openly to the best of his/her knowledge regarding the Association, subject to the disclosure restrictions as discussed in this policy. The KSA spokesperson shall:

- i. Be available, well acquainted with the subject matter, well prepared and well-informed
- ii. Have the ability to speak in an easy and understandable language
- iii. Be able to remain calm in all circumstances
- iv. Have the willingness to defer a question to another person in a better position to address an issue or answer queries

### **3.0 Public Comments at Industry Conferences**

3.1 The Association's personnel, who are invited to make speeches or presentations to industry groups, conferences, or public meetings, shall receive the approval of the relevant authority prior to accepting such invitations.

3.2 Should such an opportunity be pursued, the roles and responsibilities of the designated spokesperson stipulated in article 2.2 of this policy will apply.

## 4.0 Public Statements of Personal Opinion

The Association's personnel shall refrain from making public statements of personal opinion regarding the Association.

## 5.0 Duty of Loyalty

Kenya Scouts personnel shall be bound by their duty on confidentiality and loyalty to the Association and prohibits them from disclosing or using the Association confidential material information to the Association detriment.

The Association extends this responsibility to its personnel and requires them to act in good faith, honesty, and loyalty, and to avoid placing their own personal interests above those of the Association.

## 6.0 Release of Information

### 6.1 *Principles of Material Information Disclosure*

When releasing material information, the Association shall adhere to the following:

- i. Where a determination has been made to disclose material information, it will immediately be broadly disclosed to the public via news releases, the Associations website, circulars and other communications channels relevant to the information to be released.
- ii. Disclosure must include any information, the omission of which would make the rest of the disclosure misleading.
- iii. Unfavorable material information must be disclosed as promptly and completely as favorable information
- iv. The National Executive Commissioner shall ensure that all required information is filed in accordance with Associations requirements.

### 6.2 *Unintentional Selective Disclosure*

If confidential material information has been inadvertently disclosed to any other person not bound by a confidentiality obligation, such information must be broadly disclosed immediately.

### 6.3 *News/Press Releases*

- i. News/press releases containing material information will be issued as soon as practicable via the internet for simultaneous national distribution. In addition, the news release will be transmitted to local and international media as appropriate.
- ii. The Association will issue press releases from time to time to disclose information that is important or of use to the public. Press releases will be prepared and reviewed in accordance with the Associations established practices, including review by the Chief Commissioner and council, if appropriate. Press releases will be approved by and issued under the supervision NEC.
- iii. The NEC through the Communications department is responsible for the appropriate dissemination of information to the media.
- iv. The Association shall maintain a comprehensive list of contacts for all target audience for communication.

#### **6.4 *Routine Information Requests***

- i. Enquiries from the public for general and routine information shall be answered by the appropriate departmental head.
- ii. Enquiries from the public shall not be responded to if the enquiry is regarding the activities that constitute confidential material information. If such an enquiry is made, the employee or volunteer will respectfully decline the request as containing confidential information.

#### **6.5 *The Use of Forecasts and Other Forward-Looking Information***

The use of forecasts and/or other forward-looking information should only be released with caution. All forward-looking information must contain: a statement that the information is forward-looking, a description of the factors that may cause actual results to differ, all material assumptions and appropriate risk disclosure, and cautionary language. Release of such forecasts and forward-looking information shall first be approved by relevant authority.

#### **6.6 *Responding to Rumours and Anonymous information***

In general, no comment will be made in response to rumours or anonymous information regarding the Association. However, certain exceptions may be made under the discretion of the relevant authority.

#### **6.7 *Electronic Communication and the Corporate Website***

- i. Electronic communications must comply with the Associations Communications policy.
- ii. All KSA digital assets shall have a disclaimer, a privacy policy and terms and conditions of use. Employees must always use the email template which contains the appropriate disclaimer notice from the Association and do not amend this notice in any way.
- iii. If you copy an email to others, it may breach the Data Protection Act and breach duties of confidentiality if it reveals all the recipients' email addresses to each recipient. It may be appropriate to use the 'Bcc' (blind carbon copy) field instead of the 'Cc' (carbon copy) field when addressing an email to more than one recipient.
- iv. If the email message or attachment contains information which is time-critical, always bear in mind that an email is not necessarily an instant communication and consider whether it is the most appropriate means of communication.
- v. If you have sent an important document, always telephone to confirm that the email has been received and read.
- vi. File a hard copy of any crucial email (including any attachments) sent to or received from the Associations key stakeholders before deleting the electronic copy. The same applies to all internal email transmissions concerning the Associations business.
- vii. Under no circumstances may the Associations facilities be used in connection with the operation or management of any business other than that of the

Association or its stake unless express permission has been obtained from the appropriate authority.

- viii. All KSA digital assets shall be guided by social media policy.
- ix. The Communications Executive is responsible for monitoring information on the Association's website and for updating the same. Any information on the website will include a notice that advises the reader that the information posted was accurate at the time of posting.
- x. Any links from the Association's website to a third party website shall include a notice that advises the reader that he or she is leaving the Association's website and that the Association is not responsible for the contents of the other site.
- xi. Disclosure on the Association's website does not by itself constitute adequate public disclosure of information that is considered material information.

### **6.8 *Internet Discussion Forums, Chat Rooms, and Electronic Mail***

- i. Due to the immediacy of electronic information, Kenya Scouts personnel are discouraged from participating in discussions about the Association's confidential information on internet discussion forums, chat rooms, or bulletin boards.
- ii. Posting on official Association's social media forums is restricted to the Communications Executive.
- iii. The content of such postings must adhere to guidelines set from time-to-time by the Communication Committee.

### **6.9 *Misuse of facilities and systems***

- i. Misuse of the Associations facilities and systems, including its telephone, email and internet systems, in breach of this policy will be treated seriously and dealt with, with the appropriate Authority.

## **7.0 Crisis Communication**

To ensure that the Associations public information response to a crisis is quick, accurate, sensitive and responsible, the Office of the NEC will coordinate all crisis communications within the Association, its stake holders and media outlets.

7.1 During a crisis, the Chief Commissioner will serve as spokesperson unless he/she authorizes someone else to carry out this function.

7.2 The NEC through the Communications office will refer media inquiries to spokesperson.

7.3 The Communications department will work directly with the Crisis Management Team to facilitate dissemination of information.

### **7.3 *Immediate Response***

- i. The Chief Commissioner will determine if an official statement should be prepared and released.
- ii. The NEC will formulate the message, discuss statement with the Chief Commissioner prior to dissemination when possible and determine the most effective and efficient method of dissemination it.

- iii. Initial distribution of information will be to the Associations Council. The NEC through the communications department will coordinate distribution of information to the Associations stake holders and the public through media, the KSA digital assets.

#### **7.4 On-Going Response**

- i. The NEC through the Communications department will update the Associations stake holders about changes to or additional details of the situation via available and effective methods of communications.
- ii. The NEC will determine the frequency of updates based upon availability of facts until the Association has recovered to pre-crisis status.
- iii. The NEC via the Communications department will monitor coverage of the situation and correct misinformation as quickly as possible.
- iv. The NEC will evaluate the effectiveness of the crisis communication plan and revise as necessary.

### **8.0 International Communication**

- i. The Chief Commissioner through the National Executive Commissioners shall be the primary spokesperson of the Kenya Scouts Association.
- ii. All official international communications to be channeled through the National Executive Commissioners office.
- iii. In case of twinning of Scouts units or exchange programmes, all official communication on these should be copied to the National Headquarters through relevant offices.
- iv. All communications must be honest, truthful and not misleading, conform to accepted principles of the Association.

### **9.0 Social Media**

The following principles apply to professional use of social media on behalf of as well as personal use of social media when referencing Association.

- i. We recognize the importance of the internet in shaping public opinion about the Association. We also recognize the importance of our personnel joining in and helping shape public opinion through interactions in social media.
- ii. KSA personnel should use their best judgment in posting material that is neither inappropriate nor harmful to Association, its employees, or stakeholders. Always write in the first person, identifying who you are and what your role is and state that the views expressed are personal and do not reflect the views of the Association.
- iii. Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- iv. Employees should not to publish, post or release any information that is considered confidential or not public.
- v. Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorized spokespersons.
- vi. If KSA personnel encounter a situation while using social media that

- threatens to become antagonistic, they should disengage from the dialogue in a polite manner.
- vii. KSA personnel should not upload, post or forward any content belonging to a third party unless third party's consent is sought.
  - viii. Social media use shouldn't interfere with employee's responsibilities at [the Association.
  - ix. Keep Association related social media accounts separate from personal accounts, if practical.
  - x. Any content posted on social media about the Association whether complementary or critical should be reported to the NEC.
  - xi. Unless authorized, only the Communications Executive is permitted to post material on the Associations social media.

### **9.1 *Misuse of social media***

Misuse of social media websites can:

- i. In certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against the Association and/or its personnel.
- ii. It may also cause embarrassment the Association and its stake holders.

## **10.0 Personal Blogs, Websites and Social Media**

- i. This applies to the content that the Association's personnel publishes on the internet like contributions to blogs, social networks and online newspaper articles even if created, updated, modified or contributed to both during and outside working hours.
- ii. When posting any content to the internet, written, vocal or visual, which identifies, or could identify, them as a member of Association personnel, then one shall add a disclaimer stating that these are their personal views and not those of the Association.
- iii. Revealing confidential information about the Association in a personal online posting, criticizing or embarrassing its stake holders or its personnel in a public forum will be treated as gross misconduct resulting to disciplinary action by the Association.
- iv. Online publications which do not identify the author as a member of Association's personnel and do not mention the Association and are purely concerned with personal matters will fall outside the scope of this policy.

## **11.0 Data Protection**

Processed personal data for Kenya Scouts Association must be kept secret, confidential and secure as enshrined in the Data Protection Act 2013 and shall not be disclosed to any other person whether inside or outside the Association unless authorized to do so.

## **12.0 Reporting Significant Events**

Information to the Association's Council, as a whole or to individual committees, must be disseminated through the National Executive Commissioner.



### **13.0 Corporate Communications Committee**

- i. There shall be a Committee appointed by the Chief Commissioner in consultation with the National Executive Committee of KSA.
- ii. The Committee shall comprise of 5-7 members.
- iii. The members appointed shall be people with specific skills, Knowledge and experience in Communications, Media relations and corporate affairs.
- iv. The National Executive Commissioner and Communications Executive shall be Ex-Officio Members to this Committee.
- v. The Chairperson of this committee shall be a member of the National Executive Committee.
- vi. The Communications Executive shall be the secretary to the committee.

### **14.0 Functions of the Corporate Communications Committee**

- i. The Committee shall establish guidelines for the Association communication processes and procedures.
- ii. The Committee is mandated to increase visibility of KSA to all stake holders.
- iii. Shall approve designs of the Association's communication materials.
- iv. Shall establish and sustain positive media relations through the development of a media protocol.
- v. Shall develop a feedback and appraisal system for the Association.
- vi. Shall prepare Annual Action Plans and Budgets for the department.

### **15.0 Term of Office**

The members shall be appointed by the Chief Commissioner in consultation with the National Executive Committee for five (5) years.

### **16.0 Meetings**

- i. Shall meet at least quarterly.
- ii. The quorum for meetings shall be half of members other.
- iii. A member failing to attend three consecutive meetings without proper reasons or apologies will be recommended replaced by the National Executive Committee.
- iv. The Secretary to the Committee shall be the Communications Executive.

### **17.0 Consequences for Non-Compliance with this Policy**

- i. The Associations personnel are responsible for consulting, understanding, and complying with this policy.
- ii. Failure to comply with this policy shall result in a disciplinary action.

### **18.0 Policy Review And Amendment**

- i. The Communications Committee will review and update, if necessary, this policy as the need arises but not exceeding five years.
- ii. The existence of the Communications Policy Framework of Kenya Scouts

Association as a legal document may be terminated in the event that:

- a) It is repealed by the National Executive Committee;
- b) In the event that KSA is dissolved;
- c) There is reorganization or merger of subcommittees by the National Executive Committee.

## **19.0 Related Standards, Policies and Processes**

- i. Child online protection guide - Communications Authority of Kenya
- ii. IT Policy
- iii. External Relations Guide