

# Communication Policy

The Communication Policy express the value foundation of Afrikagrupperna as it relates to communication. The Policy is to be used as a tool and as guidance in all communication. It is intended to be used by the members, the Board, elected representatives and employees.

Communication activities are an integrated aspect of Afrikagrupperna. The way in which we communicate affects how the world views our work and that of our partner organisations. We – our employees and members – are the face of Afrikagrupperna.

## **Our communication is based on the principles of solidarity and equality**

A constant theme throughout Afrikagrupperna as an organisation, our vision and the work we do is solidarity. Presenting a fair and true view of life in southern Africa has always been a priority in our communication activities. The image of the African continent presented in the Swedish and international media is often both unjust and misleading. We rarely hear voices from everyday life; voices describing both setbacks and successes. Through our communication activities we aim to challenge simplified notions and work with our partner organisations to change the image of life in southern Africa.

## **We are credible, engaged and transparent**

Using a uniform language – a tonality – makes our communication both personal and unique. This is an important tool to enable our members, employees and activists to communicate effectively with our target group. Our communication goal is therefore to always be:

**Credible** – We act objectively, based on facts and with conviction.

**Engaged** – We want to inspire and motivate engagement.

**Inclusive** – We want to reach as many people as possible with our message. Anyone can be involved.

**Accessible** – We want our communication to be simple and accessible.

**Confident and transparent** – We take credit for the good things we achieve, we share our successes and clearly communicate our sources, our agenda and what we think is important.



### **Communication that leads to change**

The purpose of all communication activity is to strengthen our brand, mobilize and engage our target groups to invest their activism and donations in our operations and thereby contribute to achieve our vision – a just world.

### **How we manage complaints**

Afrikagrupperna welcomes complaints as an important aspect of our quality assurance. Submitted complaints should be handled with respect and objectively.

### **Efficient internal communication**

Efficient internal communication is of fundamental importance to our ability to express a clear and unified message in our external communication. Members, employees and activists must all receive target group-adapted, regular and meaningful information about what is happening within our organisation. The channels for internal communication are mainly email, newsletters and physical meetings. It should be clear to each member and employee who is responsible for internal communication and how to obtain additional information.

*Adopted by the Board on 15 June 2019*

*Revised draft on 3 June 2020*