

MASHAL – MEDIA AND COMMUNICATIONS POLICY



Mashal
20-c, Patliputra Colony, Patna,
Bihar

Foreword by the President

In an age where communication can reach across the world in seconds, the responsibility to speak with integrity, respect, and purpose has never been greater. At Mashal, our words, images, and digital presence are powerful tools—not only to inform but also to inspire change and uphold the dignity of those we serve.

This Media and Communications Policy has been developed to guide how we tell our story—truthfully, ethically, and in alignment with our core values. It ensures that all our communications reflect the vision and mission of Mashal, protect the privacy and rights of individuals, and strengthen the trust we have built with our communities and partners.

As President of Mashal, I urge all staff, volunteers, and collaborators to understand and implement this policy with utmost care and commitment. Let us use media not only to showcase our work, but to be a voice for the voiceless, always grounded in truth, respect, and responsibility.

Together, let us communicate with compassion and serve with sincerity.



Sister Mary Alice,

President, Mashal

Date: 12.07.2025

1. Purpose

This policy provides guidelines for the responsible use of media and communications by Mashal. It aims to ensure that all internal and external communications uphold Mashal's vision and mission, protect the dignity and rights of stakeholders, and project a positive and truthful image of the organisation.

2. Scope

This policy applies to all Mashal Board members, staff, volunteers, consultants, and partners who produce, share, or manage information, photos, videos, or other media content on behalf of Mashal.

3. Ethical Media Practices

- All communications must be truthful, respectful, and sensitive to the communities Mashal serves.
- Permission must be obtained before taking or using photos, videos, or personal stories, especially involving children or vulnerable groups.
- Consent forms must be used and stored properly.

4. Use of Images and Information

- Images and videos should portray beneficiaries with dignity, avoiding stereotypes or sensationalism.
- Personal information should only be shared with consent and when necessary.
- Photos of children must comply with child protection standards — avoid revealing full names or personal locations.

5. Social Media and Online Presence

- Staff must use official channels for Mashal's communications on social media.
- Personal opinions expressed on private social media accounts must clearly state they do not represent Mashal unless authorised.
- Sharing confidential or sensitive organisational information online is strictly prohibited.

6. Media Relations

- Only authorised representatives may speak to the media on behalf of Mashal.
- All press releases, media statements, or interviews must be approved by the Secretary cum Executive Director or designated communications focal person.

7. Branding and Representation

- All publications, posters, and online materials must follow Mashal's branding guidelines and use approved logos and content.
- External partners must seek written permission before using Mashal's name or logo.

8. Confidentiality and Data Protection

- Staff must not disclose confidential information through any media platform.
- Data collected for communication must comply with privacy laws and Mashal's data protection standards.

9. Monitoring and Compliance

- All communications must adhere to this policy.
- Violations may result in disciplinary action, including suspension of communication privileges.

10. Review and Updates

- This policy shall be reviewed every year and updated as required to reflect emerging trends and technologies.

1st version Approved by Governing Body of Mashal on: 12.07.2025

Valid from 12.07.2025 to 30.06.2028

Chinnamma

Chinnamma KC,

Secretary,

Mashal

