**Annex 6.2. Communications Guidelines of the Results for Development Institute\***

**Table of Contents**

**External Communications**

I. BRANDING

II. MEDIA RELATIONS

III. PUBLICATIONS

IV. MARKETING MATERIALS

V. POSTING CONTENT TO THE R4D WEBSITE

VI. E-COMMUNICATIONS (MAIL CHIMP)

VII. EVENT PLANNING

VIII. REQUESTS FOR R4D TRADEMARK/LOGO

IX. R4D E-MAIL SIGNATURES

**Internal Communications**

X. Staff Meetings

XI. Using R4D E-Mail Addresses

XII. R4D E-mail "Info Accounts"

**R4D Communications Guidelines**

These guidelines have been developed to help streamline, coordinate and support communications across the organization. The guidelines address key internal and external communications activities in areas including branding, media relations, website and e-communications.

**External Communications**

# Branding

To ensure that branding is consistent across the organization and developed to maximum effect, communications will approve and coordinate R4D brand development activities. Branding activities requiring coordination and consultation with Communications include the below:

1. Coordination of branding related to new program initiatives and partner collaborations
2. Printing and design of R4D materials -- brochures, fact sheets, annual reports, publications
3. Development of new websites
4. Logo design and development
5. Launch of social networking platforms (e.g. Facebook, Twitter, YouTube etc)

For the above activities, Communications will provide recommendations of marketing firms and designers to assist with projects.

1. **Media Relations**

Effective media relations planning and coordination can have a significant impact on how R4D is perceived externally. Coordinating media relations activities through Communications will ensure that 1) R4D media coverage is tracked and recorded; 2) staff are well prepared for interviews and; 3) media vendors are offering competitive bids.

* The R4D Chief Communications Officer (CCO) will serve as the point of contact for all external media and help assist with vetting journalists and preparing staff for interviews.
* If a reporter or press officer calls R4D’s main phone line/e-mails asking for a statement on an issue or initiative, or is requesting an interview, the call should be transferred to the CCO.
* All requests for support from Burness Communications and/or other media relations vendors should be coordinated through Communications.
* If a reporter contacts a staff member directly, the staff member should coordinate with Communications before providing a public statement or response.

1. **Publications**

Coordinating R4D publication development and design through Communications will help ensure that new publications are branded consistently and effectively across the organization.

* Program leads should inform Communications when a new publication is being planned for a program or is in the pipeline.
* The pipeline of new R4D publications will be discussed and tracked via the weekly R4D Editorial Committee Meetings. Please have your Editorial Committee designee come prepared to discuss the publications.
* Communications will work with the programs to find the best and most cost effective vendors and designers.

1. **Marketing Materials**

Creating a consistent look and feel and brand across all R4D marketing materials is an important priority. This will be achieved by effective coordination across the organization through the below means:

* Staff should consult Communications when initiating printing and design of new marketing materials, e.g. stands, banners, printed materials, brochures etc.
* Communications will work with the programs to ensure they are receiving the most cost effective bids and that the best vendors are aligned to projects.
* Communications will also work with the programs to ensure that overall program budgets for communications related activities are being maximized and strategically leveraged.
* Note: Communications has built a library of program Road Show PowerPoint presentations for the benefit of staff. Please visit the R4D Communications Dropbox folder to access these materials and alert Communications if you plan to make amendments/and or share the presentations widely.

1. **Posting Content to the R4D Website**

Each program has a designated staff member (see Figure 1, next page) who updates and maintains their 1) program website and 2) individual project pages on the R4D website.

* Website content intended for publication on the R4D homepage (e.g. homepage news stories, slideshow banners, publication news) must be approved by Communications prior to posting.
* News stories and substantive content updates intended for individual project pages on the R4D website should also be shared and approved by Communications.
  + Note: Periodic content updates and one-off-changes do not require approval.

The below staff members are responsible for oversight of the R4D and program web pages.

|  |  |
| --- | --- |
| **Figure # 1** | |
| **Project Webpage(s)** | **Responsibility** |
| **aids2031** |  |
| **Careers/Jobs** |  |
| **Center for Global Health R&D Policy** |  |
| **Center for Health Market Innovations (CHMI)** |  |
| **Country Assessment of the Private Health Sector in Ghana** |  |
| **Education** |  |
| **Governance** |  |
| **Joint Learning Network (JLN)** |  |
| **Ministerial Leadership Initiative (MLI)** |  |
| **R4D Website (general oversight)** |  |

1. **External Communications (Mail Chimp)**

To improve messaging at R4D, it is important that external e-communications have a consistent style, and tone, and are tracked proactively and approved by Communications.

* Any e-mail communication planned for the “FULL R4D LIST” on mailchimp must be approved by Communications prior to distribution.
* Program communications, planned for “SEGMENTED PROGRAM LISTS” in   
  mailchimp, should be shared with Communications, prior to distribution, for both approval and tracking purposes.
* Program e-communications will be logged on the “R4D Editorial Calendar Website   
  E-Comms” saved in dropbox.

1. **Event Planning**

* Upcoming dates and plans for internal and external R4D events should be shared with Communications.
* Events will be included on the “R4D Events & Comms Calendar” (located in the R4D Communications Dropbox folder).
* Event details will also be discussed and updated weekly at the R4D Editorial Committee meetings.

1. **Requests for R4D Trademark/Logo**

All requests for the use of the R4D trademarked logos must be cleared and approved by Communications. For example:

* Requests for use of our marks on T-shirts; other promotional materials
* Requests for logo placement on partner and other external websites;
* Co-branding and use of logos on new publications

# IX. R4D E-Mail Signatures

R4D staff should adopt the below ***standard email signature*** when sending and replying to messages. These signatures should include staff member title, location, and phone contact information. See template below.

|  |
| --- |
| NAME  TITLE  PROGRAM (if applicable)  Results for Development Institute  1875 Connecticut Ave, NW, Suite 1210  Washington, DC 20009  Tel: 1-202-xxx-xxxx  Fax: 1-202-470-5712  E-mail: [xxxxxx@resultsfordevelopment.org](mailto:xxxxxx@resultsfordevelopment.org)  Website: [www.resultsfordevelopment.org](http://www.resultsfordevelopment.org)  Skype: Optional, not required  Twitter: Optional, not required |

**Internal Communications**

Please see the below information regarding internal communications/activities and key contact persons below:

**X. Staff Meetings:**

* Staff meetings at R4D occur monthly. Each meeting will have an appointed Chair and agenda items will be coordinated through the Office Manager.
* Staff meetings will include a spotlight on a program or initiative followed by general organizational updates/agenda items as outlined by the chair.
* Staff who are in town are expected to attend. Those traveling are encouraged to dial-in.
* If you have questions or suggestions for agenda items, contact the Office Manager directly.

**XI. Using R4D E-mail Addresses**:

* @R4D and @1875: Please use your discretion when sending e-mail communications to both the [R4D@resultsfordevelopment.org](mailto:R4D@resultsfordevelopment.org) and 1875@resultsfordevelopment.org e-mail lists.
* @R4D includes all individuals who are “onsite at R4D” e.g. they physically use office space in the building.
* @1875 includes consultants and individuals who are not R4D employees or onsite in our offices.

**XII. R4D E-mail “Info” Accounts**:

The following “info” mailboxes are currently maintained by R4D. We recently went through an exercise to delete all inactive e-mail accounts. Specific staff or program related questions received in these R4D mailboxes will be shared with the appropriate individuals directly. If you have questions about the below e-mail accounts, please contact the Office Manager directly.

|  |  |  |
| --- | --- | --- |
| **Figure # 2** | | |
| **E-mail Account Name** | **Address** | **Contact** |
| [**R4D Billing**](javascript:;) | billing@resultsfordevelopment.org | Fatima H |
| [**R4D Communications**](javascript:;) | communications@resultsfordevelopment.org | Mame |
| **Info** | [info@resultfordevelopment.org](mailto:info@resultfordevelopment.org) | Mame |
| [**TAP Grants**](javascript:;) | grants@resultsfordevelopment.org | Courtney |
| [**JLN @resultsfordevelopment.org**](javascript:;) | JLN@resultsfordevelopment.org | Brian |
| [**R4D Jobs**](javascript:;) | jobs@resultsfordevelopment.org | Fatima |
| [**Policy Assessment**](javascript:;) | Policyassessment@resultsfordevelopment.org | Ben |

If you have questions regarding the above document, please contact the Chief Communications Officer directly.