



## Organizational Communications

### 1. Assessment

- Does the organization have a one sentence mission?
  - If not, set one.
- What accounts does the organization have?
  - If there are public-facing accounts that are not active or that will not be active soon, delete those accounts.
  - Create an Excel document to track user names, email addresses, passwords, the login url webpage to the account of all accounts.
    - Only share this information as indicated by your organization's data-sharing policies or your executive director.
    - Make the user names consistent, and this should be your organization's name abbreviation – something short and easy to remember of your organization.
    - Make the account urls the same.
    - You could make the passwords the same.
      - Do not use your organization name in the password.
- Does the organization have one name it goes by that is agreed upon by all staff, heads, and board?
  - If not, set that.
  - If so, use that.
  - Make sure there is a long name and an abbreviation and that whenever the abbreviation is used, that the abbreviation is only used after the long name with the abbreviation.
    - Example: Kansas Coalition Against Sexual and Domestic Violence (KCSDV), second use: KCSDV.
- Does the organization have a logo?
  - If not or if unknown, figure out what the logo image that represents your organization is.
- Set your fonts and exact organizational colors if the organization has specific fonts and colors.
  - This will help people recognize the organization.
  - If you do not have these or do not have the capacity, do not worry about it - however, keep in mind that this will help with community identification and could help keep and maintain services and personnel via community support and donations.
- Do you have a website?
  - Do you have to pay for the website or websites? With what credit card are you paying? Is the payment method up-to-date? If possible, put the charge on a company credit card and

not an employee's personal credit card. Are the email addresses on the accounts consistent and appropriated correctly for these accounts?

- Does the organization have a donation account (like Paypal or Square)?
- Add the website and donation payment accounts to the protected online accounts Excel file document, or follow your organization's policy. (Always to remember to save this document and re-share it if requested by your executive director when new information is added!)

## **2. The two most important aspects of communication: accuracy and consistency**

- Accuracy in the above pieces of information about the organization.
- Accuracy in the content and words you are saying. (Is the information correct?)
- Consistency in logo, colors, fonts, how often you update your account information or check to make sure the account information is correct (settings and account information), how often you are posting, how often you are just briefing the information on all public-facing accounts and webpages to make sure that information is current (external information), consistency in where you post what or certain information, how you are writing the organization name, the usernames, the urls, the messaging.
  - #1 Example: Do:
    - Post on Facebook on April 1, 2018: "April is Sexual Assault Awareness Month (SAAM)! [... Further down on the post:] The Kansas Coalition Against Sexual and Domestic Violence's (KCSDV) mission is to prevent and eliminate sexual and domestic violence."
    - Post on Twitter on April 1, 2018: "April is Sexual Assault Awareness Month (SAAM)! [... Further down on the post:] The Kansas Coalition Against Sexual and Domestic Violence's (KCSDV) mission is to prevent and eliminate sexual and domestic violence."

This project was supported by Grant No. 2019-MU-AX-0021 awarded by the Office on Violence Against Women, U.S. Department of Justice. The opinions, findings, conclusions, and recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of the Department of Justice, Office on Violence Against Women.