DIGITAL COMMUNICATIONS POLICY

March 2024

The **purpose** of IDI's Digital Communications Policy is to support the implementation of IDI's Strategic Plan by establishing guidelines and best practices for the use of social media, websites and other digital communications.

This policy aims to ensure that all staff are aware of their responsibilities when using these platforms. IDI's management team is responsible for leading and upholding the Digital Communications Policy, but every staff member has a part to play in recognising and contributing to IDI's strategic priorities. All IDI communications policies reflect the Communications Principles contained in the IDI Communications Strategy.

Scope: This policy applies to all employees, associates, contractors, and third parties working on IDI's behalf.

WEBSITES

A major source of our communication with stakeholders is the IDI website and other currently associated websites and microsites, including the INTOSAI-Donor Cooperation (IDC), the SAI Independence Resource Centre (SIRC) websites and microsites such as the SAI Young Leaders (SYL), Global Stocktaking Report (GSR), Sustainable Development Goals (SDGs) and sites for IDI's annual publications (PAR and Ops Plan).

The communications team manages these sites, and is responsible for:

- ensuring all IDI sites are safe, secure and supportive through website application firewalls, security software and other checks to global standards and according to the Web Content Accessibility Guidelines (WCAG) and other guidance material

- maintaining strong relationships with external developers, including ensuring that they follow the Web Content Accessibility Guidelines and other IDI-specific requirements

- loading, maintaining, and updating significant content and information to the sites as required

- overall design and branding for a recognisable and visible IDI

- reviews and revisions to the structure of various sites as required, to reflect organisational, jurisdictional and other changes

- positioning material for optimal accessibility and impact, and providing links for onward sharing including use in social media (and reserving the right to recommend alternative outlets and communications channels for material that would have more engagement outside the website)

- building website maintenance, improvements and strategic changes into the Operational Plan for IDI's communication team, according to the IDI Communications Strategy and IDI's overall Strategic Plan.

Communications to go onto the website(s) includes but are not limited to:

- supporting information on IDI's vision, mission, strategic plans, operational plans and organisation
- promotion of upcoming events and reports on recently held events
- press and media releases and other high-level, global and other major IDI/IDC news
- IDI reports, articles, op-eds and features, including those in the INTOSAI Journal and other journals and publications
- significant or new workstream or initiative news, events or activities
- significant or new regional or SAI-level news, events or activities
- publication of Global Public Goods (GPGs) or translations of GPGs
- IDI-wide blogs, articles and media releases
- statements addressing SAI independence or other matters of concern
- donor, partner and stakeholder communications relating to IDI, including success and other stories, op-eds and other communications

Changes and updates to the website can be organised in the following ways:

- Communications plans developed by workstreams or initiatives according to the Operational Plan can be shared with the communications team
- Comms Contacts may make changes and updates that comply with IDI's Communications Strategy
- Larger updates, campaigns new communications activities for workstreams or initiatives can be agreed with the communications team well ahead of the planned activities.
- Unless requested by the Communications Managers or Comms Contact, communications material submitted by IDI staff :
  - does not need to include pre-designed website banners and so on, but should be included as editable files if required
  - should be supplied in a simple Word document.
  - should include a separate file of photos, images and so on, to be used with the text document. They should not be inserted into the document, so the designer can work on it more easily.
  - All photos should be high resolution of at least 300 dpi and supplied separately from the text in labelled form.
  - All logos should be in accordance with the relevant style guide, and will be updated from time-to-time according to IDI's Strategic Plan and Communications Strategy.
- The communications team reserves the right to suggest alternative channels, designs, positioning or campaigns to maximise outreach and engagement in accordance with the IDI Communications Strategy.
- Requests for uploading communication received from stakeholders, including regions, on the IDI website will be considered on a case-by-case basis.
- IDI disclaims all responsibility for the contents or data protection policy of the external resources

WEBSITE SECURITY

Website security is managed by the communications team in conjunction with specified members of staff and IDI's officially appointed external providers.

Some workstream staff have admin access for specific microsites, such as the SIRC. For security, only designated staff members may have administrative access to IDI's websites.

SOCIAL MEDIA

IDI has a number of social media accounts including Facebook, LinkedIn, Twitter and YouTube. IDC also has social media accounts for Facebook, LinkedIn and Twitter. The communications team and Comms Contacts can update and post to these by individual channel, or all together using the social media aggregator, (currently eclincher).

These social media accounts are used to promote the work of IDI, to reach out to stakeholders, to share items of interest and professional information for identified audiences and to exhibit connections and synergies with the SAI community and relevant INTOSAI bodies. Further work is being done to investigate the levels of engagement at a channel, post and audience level so that the use of IDI and IDC's social media can be further streamlined.

In conjunction with IDI's management team, the communications team will manage responses to comments, questions and feedback on IDI's social media channels.

This may include but is not limited to issuing a short holding statement, responding on behalf of IDI or IDC to a comment via an IDI account, turning off comments or blocking senders as appropriate.

IDI may also develop a hashtags to maximise impact and analysis. IDI staff will be informed if this is available.

SOCIAL MEDIA SAFETY

From time to time, during political or economic unrest or armed conflict, it may be necessary to stop following information coming through social media channels from bodies with whom IDI has previously been affiliated. If such action becomes necessary, all attempts will be made to inform IDI staff of the decision as soon as it is made.

In all cases, the safety and security of IDI's staff, stakeholders and community will be the priority in such decisions. In any such PR crisis, please contact IDI's communication or management team if you are unsure of the correct process, and practice due restraint until an explanation is received.

You should contact a member of the communications or management teams if:

- a person or organisation attempts to contact you via social media for comment (e.g. during a PR crisis), or you are approached in a way that is inappropriate

- you come across misinformation, news leaks, confidential information, or other questionable content regarding IDI, IDC or INTOSAI in general on social media

- you are not sure whether your post or comment needs approval – if in doubt, ask

- there is a known PR crisis occurring e.g. political or civil unrest (please note you should consult with the SAI Independence team if the situation relates to SAI independence)

SHARING IDI SOCIAL MEDIA

While staff may not post on these channels on IDI's behalf except when previously agreed (for example, to live-tweet from events or do an agreed social media channel 'takeover'), IDI does encourage staff to share, comment on and engage with IDI and IDC's posts from their personal accounts.

The type of information you can share includes projects that you have been involved in, company information that is openly in the public domain, and vacancies and tenders that may benefit from networking across the platform.

Relevant posts created in your own channels can be amplified on IDI's channels by alerting the communications team to your post.

In all social media related to IDI, whether from or on an IDI social media channel or a personal account, the following will apply:

- As an employee and representative of IDI, you must demonstrate best practices and appropriate etiquette on social media, including but not limited to being respectful to all, ensuring that no hate speech is used, and ensuring no confidential or embargoed company information is shared inappropriately.

- All social media activity must comply with all information-based law including but not limited to GDPR, hate speech laws, copyright licensing law. If you are unsure whether a post is compliant, please contact IDI's Communication Team.

- All social media activity must reflect IDI's cross-cutting priority of inclusiveness and gender equality in all aspects, including language, tone, visual elements such as photos, social media tiles and infographics, and follows, likes, hashtags and tags.

Given the fast-changing nature of social media and website technology and practices, this policy will be regularly reviewed and agreed with HR as an employee-related policy. All IDI Communications policies relate back to the Communications Principles outlined in the IDI Communications Strategy.