

COMMUNICATIONS MANUAL



CRG Strategic Initiative project

Developing skills and building capacity of transgender communities
to meaningfully engage with Global Fund processes
in areas of HIV, Malaria and Tuberculosis

Contents

Page	Content
1	Procedures & Guidelines <ul style="list-style-type: none">- Procedure for Key Communications- Procedure for Other Communications
2	- Website Content
3	- Press Releases
4	- Social Media
5	- Photos
6	- Graphics
	- Logos

Procedures & Guidelines

Procedure for Key Communications

The following procedure has been put in place to ensure that all public communications are approved before release. This procedure applies to press releases, release of publications/reports, information about dates for events/trainings/meetings and quarterly project updates.

1. Key staff from GATE involved in the relevant part of the project will collaboratively write the relevant text for communication.
2. Once text content has been drafted, send it to GATE Communications Officer at [REDACTED] to proofread *at least one week prior to release*.
3. GATE Communications Officer will submit any changes for approval to those who drafted the text.
4. Internal sign-off procedures for must be followed before content is finalized.
5. Date and time to be agreed between GATE staff for release of content.
6. Once content has been signed off and date agreed upon, GATE Communications Officer will schedule content to be published on website and to share on social media: GATE Twitter, Facebook and Instagram.

Procedure for Other Communications

The following procedure is intended for communications that don't fall under key communications above. This will include updates from partner organizations, local/national/regional organizations involved with the project, and communications from GATE during events/meetings/trainings where the above procedure is not practical due to time constraints.

1. Ensure that all content is accurate and has been checked for spelling/grammar mistakes before publishing.
2. Always tag GATE in communications on all social media channels.
3. If sharing photos, ensure permission from all subjects visible in photo has been given before sharing and tagging.
4. Never use GATE logo without express permission from project leader.
5. [REDACTED]

Website Content

This information is suggested based on the project information thus far and can be adjusted as necessary during project implementation.

Materials:

- Facilitators Toolkit
- Global Fund Trans Learning Guide
- Monitoring Tool
- Training Curriculum
- Guidelines report

Information:

- Information on assessment form and link to form
- Information on multi-region consultation process
- Dates and schedules for 2-day regional training events

Updates:

- Press Releases (see press release section for more info)
- Photos from events/meetings/trainings
- Blog/news-style information for quarterly updates and summaries of events/meetings/trainings

Writing Website Content

The following list is just a guide and will vary, depending on the content being published.

Materials:

- Summarize the material including explanation of its use
- Information about publications are to follow GATE's style as follows (see [publications](#) on GATE's website)
 - Paragraph about the publication
 - Paragraph about the purpose of the publication
 - Bullet point summary of Recommendations
 - Download link including image of publication
 - Authors names and thank the donors
 - Provide reference guidance for referencing report
 - Include paragraph about Copy left licensing

Information:

- Summarize the purpose of the event/form/consultation
- Provide dates and contact information where relevant
- Explain how to engage with event/form/consultation
- Remember to include links where relevant!

Updates:

- Include date of update at top of document
- Give a project summary in first paragraph
- Include points of discussion around content topic in second paragraph
- Elaborate on discussion points in following paragraph/s
- Summarize content and explain outcomes/next steps in final paragraph

Press Releases

These dates are suggestions based on the project timeline and can be adjusted as necessary during project implementation.



Writing a Press Release

The following list is a guidance to ensure that all relevant information is included in the press release.

- Give overview of whole project
- Give more specific information about part of project covered in press release
- Include dates relevant to topic being promoted
- List countries targeted
- Name all organizations involved & include contact details where necessary
- Link to relevant online material e.g. assessment form
- Include date of press release at top of document

Social Media

All website content, including press releases, will be promoted on social media. In order to ensure that there is adequate time to prepare social media promotional content, all materials must be submitted to GATE Communications Officer *at least one week prior to publication*.

Ideally, all social media posts will include an image to accompany text. This increases engagement with post *and* on twitter it allows for up to 10 additional tags within the photo/graphic image. This increases the reach of the social media post. Facebook posts should provide more in-depth content than twitter posts, which are limited to 280 characters.

When social media posts are being share in both English and Spanish, make sure to get accurate translations *at least one week* before sharing posts.





All social media content must include the following:

- Link to relevant website content within text of social media post
- Hashtags
 - #HIVTransLeadership
- Tags
 - Twitter/Instagram: @GATEOrg
 - Facebook: @GATEOrgOfficial

Materials:

- All materials promoted on social media will be accompanied by graphics summarizing key information points on findings and use of material

Information:

- Include relevant dates within text of social media post
- Hashtag target populations and regions within text of social media post e.g. #Indonesia #transmen
- Tag regional organizations where relevant 


Updates:

- Press releases to include, in social media post text:
 - brief explanation of website content
 - hashtag for target populations and regions where relevant
 - dates where relevant
- Photos of events/meetings/trainings to include:
 - information about event (what and why)
 - hashtag for location (where)
 - tag all organizations represented in photo (who)
- Quarterly updates to include:
 - summary of key information points
 - hashtag for target populations and regions where relevant

Photos

General Guide

With trans people, safety always come first. **Please do not pressure anyone into consenting to photos.** Please be aware of child protection regulations in different regions, as the age of consent differs from region to region. If in doubt, do not take any photos of under 18s.

When taking photos of participants at events, *always ask their consent* before sharing photo online. If you're taking a group photo for participants to have as a 'memory' of the event, with a separate group photo for sharing on social media in which some participants are not present *make sure to take note of this and inform GATE Communications Officer* or whoever is sharing the post on social media.

Usually it is acceptable to share photos online of keynote speakers and panelists. However, each event will have their own protocols, so please ensure to comply with these procedures and *ask consent of photo subject where required* before sharing on social media. If the photographer is not the person sharing the photo on social media, *take notes of anyone who has not given consent for their photo to be shared online.*

Size Guide

The size for images shared on social media platforms change all the time. In general, share photos that are landscape view i.e. length:height = 2:1. Instagram photos are square i.e. 1:1

Content

Photo content should be:

- interesting
- tell you something about the event
- framed well i.e. don't have lots of 'dead space'
- well lit (make sure it's not over- or under-exposed)

Suggested content for photos includes (but is not limited to):

- Panel speakers
- Key spokespersons
- Group photo of participants
- Photos of participants mid-training ('in action')

File storage & labelling photos

It is essential that all photos are labelled consistently, with photos placed in folder with event and date included in folder name.

If events run over several days with multiple photos being taken, please ensure that photos are transferred into folders labelled as above *each day*. This will ensure that photos are filed correctly. It's much harder to do this after an event, as our memories are not as reliable as we would like to think, so please ensure to follow this procedure for all events.

The **Photo and Video Consent Form** is attached to the Operations Manual in Annex 10.

Graphics

All graphics in publications/reports will be designed and/or approved by GATE Communications Officer prior to publication. They will also design all social media graphics.

Forms & Templates

All forms of communications will include a watermark with the logos of GATE and partner organization, and a concave arc in corner of document. Image of watermarks are attached to annex.

The font to be used in all forms and templates is [REDACTED]. **All forms and templates are attached to the Annex of the Operations Manual.**

Color Scheme



Logo

GATE logo must be included in *all communications*.

This includes, but is not limited to:

- Forms
- Letters
- Publications
- Reports
- Guides
- Toolkits
- Curriculum

Where possible, the logo should be in color. Please always use high-quality GATE logo, particularly if limited to printing in black and white.

GATE logo is attached to the Annex.