



Public Relations Unit Policies and Standard Operating Procedures

The Public Relations Unit's policies and Standard Operating Procedures (SOPs) establish a framework for ethical, transparent, and strategic communication that enhances the centre's visibility and reputation. Through proactive stakeholder engagement, media relations, outreach activities, and effective management of public messaging, the centre aims to build trust, foster collaboration, and showcase its achievements in fighting mycetoma and advancing health research.

Policies of the Public Relations Unit

1. Ethical Communication and Confidentiality

- All communication activities shall adhere to ethical standards, ensuring honesty, transparency, and respect.
- Confidential information regarding the centre's operations, research, or stakeholders must be protected and shared only with authorised personnel.

2. Proactive Stakeholder Engagement

- The centre shall actively foster relationships with media, government agencies, partners, and the community.
- Engagement strategies should promote mutual trust, collaboration, and the dissemination of accurate information.

3. Representation of the Centre's Mission and Values

- All public communications and outreach activities must reflect the centre's mission, vision, and core values.
- The unit shall ensure consistency in messaging across all platforms and materials.

Standard Operating Procedures (SOPs) for the Public Relations Unit

1. Internal and External Communication SOP

Objective:

To manage effective communication within the centre and with external audiences.

Steps:

1. Develop a communication plan aligned with the centre's strategic objectives.
2. Draft, review, and approve all official communications, including press releases, newsletters, and official statements.
3. Coordinate with departments to gather accurate information and updates.
4. Distribute communications via appropriate channels (email, website, social media).
5. Monitor responses and feedback, addressing inquiries promptly and effectively.
6. Archive all communication materials for future reference.

2. Media Relations SOP

Objective:

To establish and maintain positive relationships with media outlets.

Steps:

1. Identify and cultivate relationships with key media contacts who are relevant to health, research, and community issues.
2. Prepare press kits, media briefings, and press releases for upcoming events or research findings.
3. Respond to media inquiries in a timely and professional manner.
4. Organise press conferences, media visits, and interviews as needed.
5. Track media coverage and evaluate the impact of media engagement activities.

3. Development of Promotional Materials SOP

Objective:

To produce high-quality materials that promote the centre's activities and achievements.

Steps:

1. Identify target audiences and key messages.
2. Collaborate with relevant departments for content development.
3. Design brochures, flyers, reports, videos, and digital content.

4. Review and approve materials before distribution.
5. Distribute materials via print, online platforms, or events.
6. Collect feedback and update materials periodically to ensure relevance.

4. Social Media Management SOP

Objective:

To maintain an active and engaging social media presence.

Steps:

1. Develop a social media content calendar aligned with outreach campaigns and events.
2. Create and schedule posts across platforms (Facebook, Twitter, LinkedIn, Instagram).
3. Engage with followers by responding to comments and messages.
4. Monitor social media analytics to evaluate engagement and reach.
5. Adjust content strategies based on performance data.
6. Ensure all content complies with ethical standards and confidentiality policies.

5. Outreach and Community Engagement SOP

Objective:

To foster trust and collaboration with local communities and stakeholders.

Steps:

1. Plan outreach activities such as seminars, workshops, health talks, and community visits.
2. Coordinate with relevant departments and partners to plan and organise events.
3. Develop informational and educational materials tailored to community needs.
4. Promote events through media, social media, and community networks.
5. Collect feedback from participants to improve future activities.
6. Document outreach activities and evaluate their impact on community awareness.

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