

Standard Operating Process - WhatsApp Communication

Version 24 Sep 2024: owner Central Comms; author Head of Central Comms; to be approved by C Comms LT



PURPOSE

This Standard Operating Procedure (SOP) outlines the guidelines for the use of the WhatsApp platform for collaborative, efficient and fast turnaround communication to positively impact and further the mission and goals of The African Federation (TAF). The primary goal of the platform is to provide a strategic and structured space for leadership & members for ongoing projects and plan future initiatives.

SCOPE:

1. Categories of WhatsApp groups within TAF [Leadership Team (LT) Groups; Central & Local Working Groups & Membership Groups]
 - Senior Leadership Teams
 - Head of CFU
 - Head of C Comms
 - GHC
 - Head of CSU
 - TAF Academy CEO
 - The five Focus Units
 - TAF Narrative
 - TAF Environment
 - Governance
 - Wellness
 - Economy
 - Country Chapters (54)
 - TAF Academy Team
 - TAF Diaspora Hubs
 - Country Comms & Support Unit (SU)
 - Membership; Individual contributors

COMMUNICATION LANGUAGE

- English
- French and any appropriate local official languages for Country Chapters memberships

GUIDELINES FOR ENGAGEMENT

The African Federation (TAF) encourages meaningful engagement within respective group chats. Group chat members are empowered to intentionally participate contributing to discussions that align with the respective group objectives. It's imperative to maintain engagement objectively to professionally advance TAF's mission and goals. TAF strongly discourages advancing personal agendas.

Standard Operating Process - WhatsApp Communication

Version 24 Sep 2024: owner Central Comms; author Head of Central Comms; to be approved by C Comms LT



PROCEDURES

- Head of Central Comms oversees the utilisation of the platform according to SOP
- Head of Central Comms receives requests for creating Group Chats every week **on Mondays**
 - Information needed: Full Name/ Phone #/Title of Group Chat (Country followed by relevant topic to group)
- C Comms LT will approve the request on weekly Tuesday meetings

EXAMPLE

- Senior Leadership Group Chats
 - 5 or fewer Groups based on direct reporting to the CEO
- Country Chapters:
 - TAF Ethiopian Leadership Group Chat (Country Office & Leadership)
 - Ethiopian Focus Group (5)
 - Ethiopia General Membership Group Chat- Not immediate, but upon established/consistent volunteers- 6 months post launch of country chapters
- Focus Units (5)
 - TAF Economy
 - Associated Group (inclusive of everyone)
 - Environment
 - Governance
 - Narrative
 - Wellness
- Upon creation of respective group chats by Central Comms, Group Chats on a local level (Country Chapters) are managed by Country Chapter Head of Comms to update the group chat list (add/delete) to maintain active volunteer membership on a weekly basis.
- Country Chapter Head of Comms keep the master list spreadsheet document active at all times

The African Federation's Leadership & Membership Commitments

- The [Non-Disclosure Agreement](#) document must be signed and turned into Central Comm before creating group chats and adding members to any group chat.
- By signing and returning the NDA to Central Comms, members acknowledge TAF's policy & procedures and align with the vision, mission, and strategy of the organisation.
- TAF's strategy will be periodically updated, and progress will be shared with the group to ensure Central Comm LT receives an updated signed NDA from all active members with effective date.