

## ACTVET

Abu Dhabi Centre for  
Technical and Vocational  
Education and Training | مركز أبوظبي  
للتعليم والتدريب  
التقني والمهني

## Government Communications Office

## ACTVET Communication Policy

## ACTVET-L3-ES-003

Document Type:

☐ Secret☐ Sensitive☒ Confidential☒ Open

## Version Update

| Version Number | Description                 | Year      |
|----------------|-----------------------------|-----------|
| 01             | ACTVET Communication Policy | Jan 2022  |
| 02             | ACTVET Communication Policy | July 2023 |
| 03             | ACTVET Communication Policy | Oct 2025  |

|                  |                                  |               |              |
|------------------|----------------------------------|---------------|--------------|
| Department:      | Government Communications Office | Contents:     | Page 1 of 31 |
| Document Name:   | ACTVET Communication Policy      | Version:      | 1            |
| Document Number: | ACTVET-L3-ES-003                 | Version Year: | Oct , 2025   |

## Contents

|          |                                          |           |
|----------|------------------------------------------|-----------|
| <b>1</b> | <b>INTRODUCTION .....</b>                | <b>3</b>  |
| <b>2</b> | <b>OBJECTIVE .....</b>                   | <b>3</b>  |
| <b>3</b> | <b>SCOPE .....</b>                       | <b>4</b>  |
| <b>4</b> | <b>DEFINITIONS.....</b>                  | <b>6</b>  |
| <b>5</b> | <b>ROLES &amp; RESPONSIBILITIES.....</b> | <b>8</b>  |
| <b>6</b> | <b>PRINCIPLES &amp; RULES .....</b>      | <b>11</b> |
| <b>7</b> | <b>REVIEW FREQUENCY .....</b>            | <b>31</b> |
| <b>8</b> | <b>REFERENCES .....</b>                  | <b>31</b> |
| <b>9</b> | <b>APPENDIX.....</b>                     | <b>31</b> |

## ACTVET All Rights Reserved

No part of these presentations may be reproduced or transmitted in any form or by any means, including photocopying and recording, without the copyright holder's permission. The application should be addressed to ACTVET, P.O. Box 108800, Abu Dhabi. Such permission must also be obtained before any part of these presentations is stored in any retrieval system.

|                         |                                  |                      |              |
|-------------------------|----------------------------------|----------------------|--------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page 2 of 31 |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1            |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025   |

## 1 Introduction

Effective communication is vital for any organization's success and sustainability. An organization's Internal and External Communication Policy establishes a structured framework to ensure that all internal or external communications are clear, consistent, and aligned with the organization's mission, vision, and values.

Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET) is committed to implementing effective communication, building relationships, and providing information about its initiatives and services to internal and external stakeholders. The policy ensures transparency, accountability, and awareness in ACTVET's internal and external communications.

## 2 Objective

This Communication policy aims to achieve the following key objectives:

### 1. Facilitate Government Communications:

Facilitate a unified and coordinated approach to ACTVET communications, ensuring consistency across both internal and external channels.

### 2. Provide Clear and Accurate Information:

Ensure transparent, precise, and accessible communication about ACTVET's communication policies, governance, and communication procedures to all stakeholders.

### 3. Standardize Media Relations:

Regulate and unify the media strategy, authorities, and procedures to maintain a consistent and professional public presence.

### 4. Enhance Internal Communication:

Strengthen information exchange across departments to improve collaboration, employee engagement, and awareness of marketing initiatives and events.

### 5. Ensure Consistent External Communication:

Present a cohesive and professional image of ACTVET that reflects its goals, values, and strategic direction. All external communications including media statements, press releases, website content, marketing materials, and social media posts should be aligned with ACTVET's branding guidelines, tone of voice, and approval processes to ensure accuracy, clarity, and credibility across all public platforms.

### 6. Align Communication with Organizational Goals:

Integrate communication efforts seamlessly with ACTVET's mission, vision, and strategic objectives to support overall institutional success.

|                         |                                  |                      |              |
|-------------------------|----------------------------------|----------------------|--------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page 3 of 31 |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1            |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025   |

## 7. Engage Stakeholders Proactively:

Build and maintain positive relationships with students, employees, partners, and the wider community through transparent and timely communication.

## 8. Protect Confidential Information:

Safeguard sensitive information and comply with legal and regulatory requirements.

## 9. Promote Transparency and Trust:

Foster a culture of openness, mutual respect, and trust both within the organization and with external audiences.

## 10. Manage Crisis Communication Efficiently:

Develop and implement robust protocols for timely, accurate, and sensitive communication during crises and emergencies.

## 11. Improve Communication Efficiency and Innovation:

Continuously optimize communication processes by adopting innovative tools and strategies to enhance clarity, speed, and impact.

## 12. Maintain Comprehensive Communications Oversight:

Oversee all public communications related to ACTVET, including corporate messaging, media interactions, event speeches, branding, and digital presence.

By meeting these objectives, ACTVET aims to support its mission, enhance stakeholder relationships, and drive organizational excellence.

## 3 Scope

This policy establishes a comprehensive framework to guide all communication activities across **ACTVET and its institutions**, ensuring alignment with the ACTVET's mission, vision, and strategic goals. It applies to all employees at **ACTVET headquarters**, the **Institute of Applied Technology** including **Fatima College of Health Sciences (FCHS)**, **Applied Technology Schools (ATS)**, **Abu Dhabi Polytechnic (AD Poly)**, and **Abu Dhabi Educational and Technical Institute (ADVETI)**, as well as to external vendors, contractors, and representatives.

Serving as a reference and guideline, this policy enables ACTVET's institutions to adopt and implement communication practices in a way that best suits their specific operations, while ensuring professionalism, consistency, and effectiveness across all ACTVET entities.

|                         |                                  |                      |              |
|-------------------------|----------------------------------|----------------------|--------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page 4 of 31 |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1            |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025   |

The scope includes:

This policy outlines the comprehensive framework for all communication activities within ACTVET and its institutions, ensuring alignment with the organization's mission and strategic objectives. It includes:

- **Internal Communication:**

This policy facilitates seamless and timely information exchange among employees to keep them informed about key developments, marketing initiatives, and upcoming organizational events. Below listed are exclusions:

- All communication related to Human Resources falls under the responsibility of the HR Department. This includes, for example, announcements about recruitment and job postings, employee onboarding or training programs, internal HR policy updates, attendance and leave circulars, performance management notifications, staff recognition initiatives, and welfare or wellbeing.
- All communication between departments should be conducted directly by the respective teams. For example, technical teams will coordinate project updates internally, finance will manage budget discussions within its unit, and academic departments will handle curriculum-related communications independently.
- All communication with students and parents should be managed by the respective departments within each institution. This includes, for example, announcements regarding admissions, academic schedules, examinations, attendance, student performance, extracurricular activities, counselling services, and any other academic or administrative updates relevant to the institution's operations.

- **External Communication:**

Managing all interactions with the press, media, and the public falls under external communication, which is primarily aimed at increasing awareness of the ACTVET and its institutions. This includes, for example, press releases, media interviews, social media content, website updates, newsletters, marketing materials, and participation in public events — all designed to highlight ACTVET's initiatives, achievements, and programs to the wider community.

- **Social Media Communication:**

This policy outlines the guidelines for social media communication across all ACTVET platforms, covering interactions with both internal and external stakeholders. It includes standards for content creation, posting, and engagement; community management practices such as responding to public inquiries, comments, and messages; and protocols for maintaining professionalism, accuracy, and brand consistency. The policy also addresses

|                         |                                  |                      |              |
|-------------------------|----------------------------------|----------------------|--------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page 5 of 31 |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1            |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025   |

confidentiality, and the approval process for official posts to ensure that all digital interactions reflect ACTVET’s values and uphold its public image.

Ensuring the appropriate use of digital tools and platforms, adhering to established digital communication standards and cybersecurity policies to protect organizational integrity.

- **Brand Guidelines Compliance:**

Ensure all communication materials—whether internal or external—comply with ACTVET’s official brand guidelines. This includes consistent use of logos, color, typography, tone of voice, and visual identity across all platforms and materials. Adhering to these standards reinforces brand recognition, strengthens institutional credibility, and presents a unified image of ACTVET and its institutions.

- **Crisis Communication:**

Establish clear and effective protocols for managing communication during emergencies or crises, ensuring that accurate and timely information is shared with all relevant stakeholders. This includes designating authorized spokespersons, following approved messaging procedures, and coordinating with internal and external parties to maintain public trust and organizational credibility.

- **Confidential Information Management:**

Enforce strict measures to protect confidential and sensitive information, ensuring compliance with data privacy regulations and information security standards. All staff must handle internal documents, personal data, and proprietary materials responsibly to prevent unauthorized disclosure or misuse.

- **Feedback and Reporting:**

Implement structured mechanisms for collecting, reviewing, and responding to stakeholder feedback, ensuring continuous improvement in communication practices. Maintain systematic documentation of all communication activities and reports to promote accountability, transparency, and informed decision-making.

This policy is obligatory for all ACTVET employees including institutions, contractors, and representatives. It ensures that all communication efforts are professional, consistent, and effective, reinforcing ACTVET’s commitment to excellence and stakeholder engagement.

## 4 Definitions

| No. | Term          | Definition                                                                                                                          |
|-----|---------------|-------------------------------------------------------------------------------------------------------------------------------------|
| 4.1 | Communication | It is defined as how ACTVET disseminates information internally and externally, including to the government and other stakeholders. |

|                         |                                  |                      |              |
|-------------------------|----------------------------------|----------------------|--------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page 6 of 31 |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1            |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025   |

| No.  | Term                                       | Definition                                                                                                                                                                                 |
|------|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4.2  | External Communication                     | Dissemination of information to external stakeholders                                                                                                                                      |
| 4.3  | External Communication Official Speaker(s) | A designated representative(s) of the organization who is authorized to communicate with external stakeholders, including the media, industry partners, regulatory bodies, and the public. |
| 4.4  | External Stakeholders                      | Refer to Press, Media, Partners, and the public.                                                                                                                                           |
| 4.5  | Internal Communication                     | The dissemination of information to internal stakeholders.                                                                                                                                 |
| 4.6  | Internal Communication Official Speaker    | A designated representative within the organization who is authorized to disseminate information, provide updates, and communicate with employees and internal stakeholders.               |
| 4.7  | Internal Stakeholders                      | Refer to ACTVET Management, ACTVET Staff, and ACTVET's educational system (FCHS, ATS, ADVETI, and AD Poly).                                                                                |
| 4.8  | Government Communications Office           | Consists of the Government Communications Manager, Marketing Specialist, Communications Specialist, social media Officer and Graphic Designers.                                            |
| 4.9  | Crisis Communication                       | Communication protocols and strategies used during emergencies or crises to provide timely and accurate information to all relevant stakeholders.                                          |
| 4.10 | Social Media Communication                 | Consists of social media platforms such as Instagram, Facebook, X and Telegram.                                                                                                            |
| 4.11 | Digital Communication                      | Use digital tools and platforms such as email, social media, websites, and intranets to disseminate information.                                                                           |
| 4.12 | Feedback Mechanisms                        | Structured methods for receiving and addressing feedback from internal and external stakeholders to improve communication practices.                                                       |
| 4.13 | Confidential Information                   | Legal and regulatory requirements protect sensitive information and must be safeguarded from unauthorized access.                                                                          |
| 4.14 | Stakeholder Engagement                     | Activities and communication efforts aimed at building and maintaining relationships with internal and external stakeholders, ensuring their involvement and satisfaction.                 |
| 4.15 | Brand Identity                             | The visual and messaging elements representing ACTVET ensure consistency across all communication channels.                                                                                |

| No.  | Term                           | Definition                                                                                                                                            |
|------|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4.16 | Public Relations Campaigns     | Strategic initiatives aimed at enhancing the public perception of ACTVET and promoting its programs and values.                                       |
| 4.17 | Accessibility                  | Ensuring all communication materials are available and understandable to all individuals, including providing multilingual support where appropriate. |
| 4.18 | Business Continuity Plan (BCP) | A comprehensive crisis communication plan to manage and mitigate reputational risks during unforeseen events or emergencies.                          |
| 4.19 | Media Relations                | Interactions and strategies to manage ACTVET's public image and respond to media inquiries effectively.                                               |
| 4.20 | Social Media Management        | Managing ACTVET's presence on social media platforms, including content creation, sharing, and engagement with followers.                             |
| 4.21 | Community Engagement           | Activities and communications aimed at building and maintaining relationships with the local community.                                               |

## 5 Roles & Responsibilities

| No. | Responsible Party                | Roles & Responsibilities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-----|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5.1 | Government Communications Office | <p>In addition to the department KPIs outlined in ACTVET's Operational Plan, the Government Communications Office (GCO) is responsible for the following under this policy:</p> <p><b>1. Strategic Leadership and Policy Development</b></p> <ul style="list-style-type: none"> <li>Formulate, implement, and oversee the government communication and media strategy for ACTVET in alignment with Abu Dhabi Media guidelines.</li> <li>Ensure that all employees and institutions follow unified communication policies, frameworks, and key messaging in line with ACTVET's vision.</li> <li>Approve and monitor the communication and social media plans of ACTVET and its institutions to ensure alignment with ACTVET's strategic priorities.</li> <li>Develop and update key messages that reflect ACTVET's identity, values, vision, and ensure these</li> </ul> |

| No. | Responsible Party | Roles & Responsibilities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-----|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     |                   | <p>are consistently used across ACTVET and its institutions.</p> <p><b>2. Media Relations and Reputation Management</b></p> <ul style="list-style-type: none"> <li>Represent ACTVET in all official media relations, including press conferences, interviews, and public announcements.</li> <li>Prepare and manage official statements, media releases, and responses on behalf of ACTVET.</li> <li>Regulate and unify media communication approaches across ACTVET and its institutions, including approvals for sponsorships, partnerships, and event coverage.</li> <li>Monitor and analyze local and international media coverage to assess public sentiment and safeguard the reputation of ACTVET.</li> <li>Lead crisis communication management, ensuring timely, accurate, and coordinated dissemination of critical information during emergencies.</li> </ul> <p><b>3. Brand Governance and Visual Identity</b></p> <ul style="list-style-type: none"> <li>Ensure the official Brand Guidelines for visual identity, tone, and communication design is adhered to in all communications.</li> <li>Develop and maintain the brand guidelines and ensure their implementation across all official platforms, publications, and communication materials.</li> <li>Provide brand support and compliance oversight for ACTVET and its institutions to ensure a consistent and authoritative presentation.</li> </ul> <p><b>4. Digital and Social Media Governance</b></p> <ul style="list-style-type: none"> <li>Oversee the digital presence and social media communication of all social platforms of ACTVET and its institutions.</li> <li>Provide standards for content creation, posting, engagement, and community management, ensuring all online communication aligns with</li> </ul> |

| No. | Responsible Party | Roles & Responsibilities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     |                   | <p>government tone, language, and privacy regulations.</p> <ul style="list-style-type: none"> <li>▪ Guide government entities in managing official accounts, ensuring responsible, transparent, and secure interactions with the public.</li> <li>▪ Promote innovation, digital diplomacy, and the ethical use of technology, including AI-driven communication tools, in government outreach.</li> </ul> <p><b>6. Monitoring, Reporting, and Evaluation</b></p> <ul style="list-style-type: none"> <li>▪ Conduct continuous monitoring and evaluation of communication performance, public opinion trends, and media impact.</li> <li>▪ Maintain a central media archive documenting all official press coverage, statements, and digital communication content for institutional memory.</li> <li>▪ Submit periodic reports to Executive Office on communication effectiveness and strategic impact.</li> </ul> <p><b>7. Stakeholder Engagement and Public Outreach</b></p> <ul style="list-style-type: none"> <li>▪ Support stakeholder engagement initiatives, ensuring inclusive, transparent, and proactive communication with public and partners.</li> <li>▪ Promote public awareness campaigns that strengthen the relationship between the ACTVET and the community.</li> <li>▪ Encourage collaboration with media partners, private sector entities, and international organizations to enhance ACTVET's global reputation.</li> </ul> |
| 5.5 | All ACTVET Staff  | <ul style="list-style-type: none"> <li>• Understand and comply with the guidelines outlined in this Policy.</li> <li>• Ensure all internal and external communications align with ACTVET's mission, vision, and strategic objectives.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

## 6 Principles & Rules

The ACTVET Communication Policy establishes a framework for effective, consistent, and professional communication within and outside the organization. This policy ensures that all communications align with ACTVET's mission, vision, and strategic objectives while promoting transparency, respect, and integrity. The following principles and rules outline the standards and procedures for all communication activities.

### 6.1 External Communication:

External communication at ACTVET plays a crucial role in shaping the organization's public image, fostering relationships with stakeholders, and ensuring the effective dissemination of information to the broader community. This communication is designed to engage a diverse audience that includes industry partners, educational institutions, government bodies, potential students, and the public. By leveraging various channels such as press releases, social media, events, and publications, ACTVET aims to promote its mission, achievements, programs, and initiatives. Effective external communication ensures transparency, builds trust, and enhances the organization's reputation, ultimately contributing to its strategic goals and the development of technical and vocational education and contributing to the sustainable development goals of the UAE.

#### 6.1.2 ACTVET's external communication strategy's key components and descriptions.

| External Communication Includes     | Description                                                                                                       |
|-------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| Press Releases                      | Official statements are distributed to media outlets to announce significant events, achievements, and updates.   |
| Media Relations                     | Interactions with journalists and media organizations to manage public image and respond to media inquiries.      |
| Social Media Management             | Managing presence on social media platforms, including creating and sharing content and engaging with followers.  |
| Public Relations Campaigns          | Strategic initiatives aimed at enhancing the public perception and promoting its programs and values.             |
| Advertising and Marketing Materials | Developing and distributing promotional materials such as brochures, flyers, advertisements, and digital content. |
| Website Content                     | Maintaining and updating the website to provide accurate, up-to-date information about the organization.          |
| Newsletters                         | Regular publications are sent to stakeholders to keep them informed about activities and developments.            |

| External Communication Includes   | Description                                                                                                               |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| <b>Crisis Communication</b>       | Managing communication during emergencies or crises ensures timely and accurate information dissemination.                |
| <b>Community Engagement</b>       | Activities and communications aimed at building and maintaining relationships with the local community.                   |
| <b>Stakeholder Communications</b> | Direct communications with key stakeholders such as government entities, industry partners, and educational institutions. |
| <b>Digital and Online Content</b> | Creation and management of online content, including blogs, videos, podcasts, and other digital media.                    |
| <b>Event Promotions</b>           | Publicizing and promoting events to ensure broad participation and engagement.                                            |

#### 6.1.2 ACTVET's external communication strategy's key components and descriptions.

| Department                                                      | Authorized External Stakeholder Communication                                                               |
|-----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| <b>Director General Office</b>                                  | Government entities, regulatory bodies, and Local and International industry partners                       |
| <b>CARE Team</b>                                                | Students, parents, and community organizations                                                              |
| <b>Information Desk</b>                                         | IT Vendors/suppliers                                                                                        |
| <b>Government Communications Office (GCO)</b>                   | Media outlets, journalists, potential students, sponsors, government entities, vendors, agencies and public |
| <b>Skills Department</b>                                        | Training providers, industry partners, and educational institutions                                         |
| <b>Licensing Department</b>                                     | Regulatory bodies, accreditation agencies, and licensed institutions                                        |
| <b>Human Resources Department</b>                               | Job applicants, recruitment agencies, and employee inquiries                                                |
| <b>Quality Assurance Department</b>                             | Accreditation bodies, educational institutions, and internal audit teams                                    |
| <b>Project Office Department</b>                                | Project sponsors, collaborators, and vendors                                                                |
| <b>Strategic Planning and Performance Management Department</b> | Government entities and strategic partners                                                                  |

### 6.1.3 External communication includes but is not limited to the below types and their descriptions

| Type of Communication                     | Description                                                                                                                                                                                                                                                    |
|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Customer Support</b>                   | Emails, webchat, phone communication, documents, etc., are shared with customers to respond to their queries received from the CARE Team's website, social media, during events, walk-ins, or any other available channel.                                     |
| <b>Director General Communication</b>     | Emails, meeting invitations, meeting minutes, policies, confidential documents, financial documents, etc., shared with other Director General offices and government entities.                                                                                 |
| <b>Partnership Building</b>               | Emails, letters, general meetings, sponsorship kits, brochures, flyers, posters, event information, financial information, reports, press releases, etc., shared with current and potential sponsors.                                                          |
| <b>Advertising &amp; Public Relations</b> | Information shared publicly through the website, newsletter, media, market reports, publications, annual reports, brochures, leaflets, presentations, press releases, interviews, speeches, workshops/seminars, social media, outdoor hoardings, banners, etc. |
| <b>Training &amp; Education</b>           | Knowledge-sharing sessions, seminars, visits, website updates, newsletters, media, market reports, publications, annual reports, brochures, leaflets, presentations, press releases, interviews, speeches, workshops/seminars, and social media content.       |
| <b>Licensing &amp; Communication</b>      | Licensing information, official documents, financial information, etc., shared with Licensed Training Providers (LTPs) and new training centers.                                                                                                               |

### 6.1.4 External communication Procedures

These guidelines are designed to ensure that all interactions with the media are consistent with ACTVET's communication policy, protect confidentiality, and maintain the integrity of ACTVET and its institution. All students and staff must adhere to these instructions before engaging with any media outlet (radio, TV, news publication, etc.).

#### 1. Obtain Permission Before Speaking to the Media

Students or staff members are not permitted to speak with the media without prior written approval from the Government Communication Office (GCO). All media inquiries must be directed to the GCO for a response.

|                         |                                  |                      |               |
|-------------------------|----------------------------------|----------------------|---------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page 13 of 31 |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1             |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025    |

## 2. Direct Media Inquiries to the Government Communication Office

If any student or staff member is approached by the media whether within the school premises or during an external event, they must immediately contact the designated focal points listed below before providing any comments, interviews, or information. No engagement with media representatives should take place without prior coordination and approval from the Government Communications Office (GCO).

## 3. Represent the Institution Professionally

All individuals engaging with the media must be presentable. Students and staff must wear their respective uniforms or formal national costumes, as appropriate, to project professionalism and to reflect ACTVET's image.

## 4. No Confidential Information

Never disclose any confidential or internal information regarding ACTVET, its institutions, its operations, policies, or personnel. All public statements must be pre-approved by the GCO, which will guide on what can and cannot be shared.

## 5. Prepare for Pre-Approved Media Interactions

If permission is granted to speak with the media, all topics of discussion must be pre-discussed and cleared with the Government Communication Office. Do not provide any impromptu answers or personal opinions.

## 6. Keep your line manager/teacher informed of any Internal and External communication

In both internal and external communications, please ensure that your line manager is informed before contacting any external entity. Always use approved official names and correct staff designations, maintain a formal tone, and ensure that your message is grammatically accurate by reviewing it before sharing.

## 7. Obtain prior approval before organising Events and Initiative

Any event or initiative planned by any department or entity irrespective of its scope or size that intends to use ACTVET's logo or branding should be shared with the Government Communications Office for approval before proceeding with the event's organization.

## 8. Obtain prior approval before using the Brand logo

Any official document, articles, newsletters, social media posts, or any other marketing collaterals created to be circulated internally or externally by any department or entity irrespective of its scope should be shared with the Government Communications Office for approval before proceeding.

### External Communication Focal Points

For any of the below enquiries, kindly contact the focal points with [gco@actvet.gov.ae](mailto:gco@actvet.gov.ae) in cc.

|                         |                                  |                      |               |
|-------------------------|----------------------------------|----------------------|---------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page 14 of 31 |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1             |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025    |

**1. External Media Enquiries:** For enquiries received from any external organization, media, partners, or sponsors related to newspapers, press releases, filming requests for external events, or collaboration opportunities from other companies/entities.

**2. Brand Collaterals and promotional requests:** To receive the correct logo and brand guidelines or wish to publish any news or collaboration proposal.

**1. ACTVET:**

- Munmun Lamba, Marketing Specialist, [Munmun.Lamba@emiratesskills.ae](mailto:Munmun.Lamba@emiratesskills.ae)
- Nawal Almarzooqi, Social media Officer, [Nawal.Almarzooqi@emiratesskills.ae](mailto:Nawal.Almarzooqi@emiratesskills.ae)
- Rajendran Sonasalam, Graphic Designer, [rajendran.sonasalam@emiratesskills.ae](mailto:rajendran.sonasalam@emiratesskills.ae)

**2. ADVETI:**

- Hamda Salah Ahmed, Coordinator Graphic Designer, [Hamda.Ahmed@actvet.gov.ae](mailto:Hamda.Ahmed@actvet.gov.ae)
- Manar Al Naqbi, Coordinator Content Marketing, [Manar.ALNaqbi@actvet.gov.ae](mailto:Manar.ALNaqbi@actvet.gov.ae)

**3. ATS:**

- Syed Noman, Coordinator Graphic Designer, [syed.noman@actvet.gov.ae](mailto:syed.noman@actvet.gov.ae)
- Mariam Saleh, Coordinator Multimedia, [Mariam.saleh@actvet.gov.ae](mailto:Mariam.saleh@actvet.gov.ae)

**4. AD POLY:**

- Diana Mohamed Samih Al Haffar, English Instructor, [diana.alhaffar@actvet.gov.ae](mailto:diana.alhaffar@actvet.gov.ae)
- Syed Noman, Coordinator Graphic Designer, [syed.noman@actvet.gov.ae](mailto:syed.noman@actvet.gov.ae)

**5. FCHS:**

- Qais Muthana, Coordinator Graphic Designer, [qais.muthana@actvet.gov.ae](mailto:qais.muthana@actvet.gov.ae)
- Syed Noman, Coordinator Graphic Designer, [syed.noman@actvet.gov.ae](mailto:syed.noman@actvet.gov.ae)

### 6.4.5 Guiding Principles for External Communications

The guiding principles and rules for external communications at ACTVET are designed to ensure consistency, accuracy, and professionalism in all interactions with external audiences. These principles provide a framework for sharing information with stakeholders, including industry partners, educational institutions, government bodies, and the public. ACTVET aims to maintain its reputation, build trust, and effectively convey its mission and achievements by adhering to these guidelines. This structured approach to external communication helps safeguard the organization's integrity and supports its strategic goals in the broader community.

|                         |                                  |                      |               |
|-------------------------|----------------------------------|----------------------|---------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page 15 of 31 |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1             |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025    |

#### 6.4.5.1 Transparency and Accuracy

Maintaining transparency and accuracy in all external communications ensures that information shared with stakeholders, including the public, partners, and the media, is factual, up-to-date, and presented clearly and comprehensively.

#### 6.4.5.2 Consistency in Branding and Messaging

Ensure consistency in branding and messaging across all external communication channels, including official websites, social media platforms, press releases, and marketing materials. This consistency extends to language, tone, and branding elements to reinforce the organization's identity and values, strengthening brand recognition and reputation.

#### 6.4.5.3 Timeliness

Provide timely responses to inquiries, feedback, and requests for information from external stakeholders, including industry partners, government agencies, media and public. Quick and efficient communication demonstrates a commitment to transparency and customer service excellence.

#### 6.4.5.4 Stakeholder Engagement

Actively engage with stakeholders, including sponsors, training providers, social media followers, and the community, through various communication channels. Seek feedback, address inquiries, and foster meaningful dialogue to build trust, enhance relationships, and ensure alignment with stakeholder expectations.

#### 6.4.5.5 Compliance with Regulations and Ethical Standards

Adhere to all relevant regulations, laws, and ethical standards governing external communications, including data protection laws, copyright regulations, and industry-specific codes of conduct. Uphold integrity, privacy, and respect for intellectual property rights.

#### 6.4.5.6 Accessibility

Make external communications accessible to all individuals by offering multilingual support (English and Arabic) where appropriate and ensuring that information is clearly and understandably presented to diverse audiences.

#### 6.4.5.7 Crisis Communication

Develop and regularly update a comprehensive crisis communication plan (Business Continuity Plan) to manage and mitigate reputational risks during unforeseen events or emergencies. Provide timely and accurate information to stakeholders while upholding organizational integrity and resilience.

|                         |                                  |                      |                             |
|-------------------------|----------------------------------|----------------------|-----------------------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page <b>16</b> of <b>31</b> |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1                           |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025                  |

#### 6.4.5.8 Continuous Improvement

Evaluate and review external communication strategies and practices regularly to identify areas for improvement and innovation. Gather feedback from stakeholders, monitor industry trends, and adopt best practices to enhance the effectiveness and impact of external communication efforts over time.

#### 6.4.5.9 Contracting with External Agencies

ACTVET and its institutions can independently enter service contracts with external institutions to obtain public relations, marketing, and advertising services. The following guidelines should be followed:

- **Define Communication Needs:**

Inform the external agency about communication needs, project goals, target audience, key messages, and expected outcomes.

- **Provide Detailed Project Briefs:**

Offer detailed project briefs to potential agencies to ensure they understand the scope and objectives.

- **Submit Purchase Requests:**

Provide ACTVET/Institution Procurement department with a “Purchase Request” form and a detailed “Request for Proposal” detailing the communication requirements.

- **Research Potential Agencies:**

Research and assess potential agencies' expertise, industry experience, and reputation. Review their portfolio, case studies, and client testimonials to ensure they have a proven track record of delivering successful communication projects.

- **Evaluate Proposals:**

Review detailed proposals, including timelines, deliverables, budgets, resource allocation, performance metrics, creativity, strategic thinking, and ability to meet specific communication needs.

- **Ensure Mutual Understanding:**

Ensure both parties fully understand and agree to the contract before starting the project.

- **Foster Regular Communication:**

Maintain open and regular communication with the external agency throughout the project. Schedule periodic check-ins, progress updates, and feedback sessions to ensure alignment and address any issues promptly.

|                         |                                  |                      |               |
|-------------------------|----------------------------------|----------------------|---------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page 17 of 31 |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1             |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025    |

- **Monitor Performance:**

Monitor the external agency's performance against agreed milestones and provide constructive feedback to ensure the project stays on track and meets expectations.

## 6.2 Internal Communications

ACTVET's internal communication aims to ensure that all employees are well-informed, engaged, and aligned with the organization's objectives, activities, and initiatives. It supports awareness, collaboration, and a unified organizational culture by sharing timely and relevant information across all departments and its institutions.

Internal communication includes, but is not limited to:

- Announcements and updates about events, programs, and marketing initiatives.
- Information disseminated through emails, newsletters, intranet (SharePoint), posters, flyers, and digital screens.
- Presentations during staff meetings, orientations, and internal gatherings.
- News and messages shared through official ACTVET internal platforms or channels.

### 6.2.1 Guiding Principles for Internal Communication

All ACTVET employees must adhere to the following principles to maintain a clear, consistent, and professional internal communication environment:

#### 1. Purpose and Alignment

Internal communications must serve a clear organizational purpose, raising awareness, sharing updates, and reinforcing ACTVET's values, objectives, and brand identity.

#### 2. Clarity and Accuracy

All messages must be clear, concise, and factually correct. Avoid speculation, incomplete information, or contradictory messages that can create confusion.

#### 3. Timeliness

Departments should share information in a timely manner to allow for proper dissemination across internal platforms, especially for events, campaigns, or announcements involving multiple stakeholders.

#### 4. Consistency of Message and Brand

All internal communications must reflect ACTVET's official tone, branding, and messaging standards. Any marketing or event-related internal updates should be coordinated with Government Communications Office.

#### 5. Professional Conduct

|                         |                                  |                      |                             |
|-------------------------|----------------------------------|----------------------|-----------------------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page <b>18</b> of <b>31</b> |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | <b>1</b>                    |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025                  |

All internal correspondence must be respectful, professional, and free from informal language, nicknames, or personal remarks. Tone should reflect collaboration and institutional professionalism.

## 6. Authorized Channels Only

Employees must use approved channels for internal communication such as official ACTVET email or SharePoint, to ensure message reliability and tracking.

## 7. Confidentiality and Data Protection

Sensitive or confidential information (such as budgets, student data, or internal documents) must not be shared with unauthorized personnel or on public platforms.

## 8. Collaboration and Feedback

Internal communication should encourage two-way dialogue, allowing employees to share ideas, provide feedback, and participate in organizational initiatives.

## 9. Departmental Responsibility

Each department is responsible for providing accurate updates about its activities and achievements to the Government Communications Office for inclusion in internal campaigns, newsletters, and events.

## 10. Inclusivity and Engagement

Internal messages should reach all relevant employees to ensure inclusiveness and promote shared ownership of ACTVET's mission and initiatives.

## 11. Communication Culture

ACTVET promotes a culture of openness, collaboration, and respect through internal communications that inspire participation, teamwork, and pride in the organization's achievements.

## Internal Communication Focal Points

For any of the below enquiries, kindly contact the focal points with [gco@actvet.gov.ae](mailto:gco@actvet.gov.ae) in cc.

**1. Brand Collaterals and promotional requests:** For any design requirements, courses/registrations/program promotion.

**2. Internal Filming Requests:** For any kind of internal meetings or events filming requests.

**3. Website update:** For any kind of content change or uploading a document as public or hidden links.

### 1. ACTVET:

- Munmun Lamba, Marketing Specialist, [Munmun.Lamba@emiratesskills.ae](mailto:Munmun.Lamba@emiratesskills.ae)
- Nawal Almarzooqi, Social media Officer, [Nawal.Almarzooqi@emiratesskills.ae](mailto:Nawal.Almarzooqi@emiratesskills.ae)
- Rajendran Sonasalam, Graphic Designer, [rajendran.sonasalam@emiratesskills.ae](mailto:rajendran.sonasalam@emiratesskills.ae)

|                         |                                  |                      |                             |
|-------------------------|----------------------------------|----------------------|-----------------------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page <b>19</b> of <b>31</b> |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1                           |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025                  |

## 2. ADVETI:

- Hamda Salah Ahmed, Coordinator Graphic Designer, [Hamda.Ahmed@actvet.gov.ae](mailto:Hamda.Ahmed@actvet.gov.ae)
- Manar Al Naqbi, Coordinator Content Marketing, [Manar.ALNaqbi@actvet.gov.ae](mailto:Manar.ALNaqbi@actvet.gov.ae)

## 3. ATS:

- Syed Noman, Coordinator Graphic Designer, [syed.noman@actvet.gov.ae](mailto:syed.noman@actvet.gov.ae)
- Mariam Saleh, Coordinator Multimedia, [Mariam.saleh@actvet.gov.ae](mailto:Mariam.saleh@actvet.gov.ae)

## 4. AD POLY:

- Diana Mohamed Samih Al Haffar, English Instructor, [diana.alhaffar@actvet.gov.ae](mailto:diana.alhaffar@actvet.gov.ae)
- Syed Noman, Coordinator Graphic Designer, [syed.noman@actvet.gov.ae](mailto:syed.noman@actvet.gov.ae)

## 5. FCHS:

- Qais Muthana, Coordinator Graphic Designer, [qais.muthana@actvet.gov.ae](mailto:qais.muthana@actvet.gov.ae)
- Syed Noman, Coordinator Graphic Designer, [syed.noman@actvet.gov.ae](mailto:syed.noman@actvet.gov.ae)

## 6.3 Social Media and Digital Communication

This policy outlines ACTVET's approach to social media and digital communications, providing clear guidelines for the authorized staff members who handle ACTVET's social media accounts and for ACTVET employees who use social media for personal use. Recognizing that professional and personal interactions on social media platforms can frequently intersect, this policy aims to establish clear boundaries and expectations.

In addition to ACTVET's internal guidelines, this policy adheres to the regulations and legal frameworks governing social media use in the Emirate of Abu Dhabi. Employees are expected to comply with the following local laws and regulations:

- UAE Cybercrime Law (Federal Decree-Law No. 5 of 2012 on Combatting Cybercrimes) covers various cybercrime offenses, including social media misuse, online defamation, and privacy violations.
- UAE Federal Law No. 3 of 1987 (Penal Code) - The Penal Code addresses offenses committed on social media platforms that can affect public order, morality, and national security.
- UAE National Media Council (NMC) Social Media Influencers Regulations - The Penal Code addresses offenses committed on social media platforms that can affect public order, morality, and national security.
- Abu Dhabi Digital Authority (ADDA) Guidelines—ADDA provides guidelines for government entities' digital and social media use, ensuring security, privacy, and effective communication.

|                         |                                  |                      |                             |
|-------------------------|----------------------------------|----------------------|-----------------------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page <b>20</b> of <b>31</b> |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1                           |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025                  |

### 6.3.1 Employees Authorized to use ACTVET Social Media Accounts

Only designated employees are authorized to use ACTVET and its institutions official social media accounts. These employees ensure all communications are consistent with ACTVET's values and objectives. It ensures that employees represent ACTVET appropriately online while respecting its values and standards.

### 6.3.2 Departmental Access and Responsibilities

Given social media's multifaceted nature, access and responsibilities are granted exclusively to Events and Communication Department employees. These employees are selected based on their capabilities and experience. Establishing a dedicated social media team, whether from the existing staff or through new hires, is essential for maintaining an effective and dynamic online presence for ACTVET.

### 6.3.3 Access and Security Protocols

Employees from the Events and Communication Department are provided with official access to ACTVET's social media accounts on both web platforms and the official mobile phone issued by ACTVET. The passwords for these accounts must be securely managed and protected, accessible only to authorized personnel. This measure ensures the security and integrity of ACTVET's online communications.

| Employees permitted to have ACTVET and its institutions social media access           | ACTVET's Social Media Access Permission                                                                                            |
|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <b>Government Communications Manager</b>                                              | <ul style="list-style-type: none"> <li>Official social media web access</li> <li>ACTVET's social media phone</li> </ul>            |
| <b>Marketing and Communications Specialist</b>                                        | <ul style="list-style-type: none"> <li>Official social media web access</li> <li>ACTVET's social media phone</li> </ul>            |
| <b>Social Media Officer/ Respective Social Media Representative from Institutions</b> | <ul style="list-style-type: none"> <li>Official social media web access</li> <li>ACTVET/Institutions social media phone</li> </ul> |

#### 6.3.4 Social Media Content Approval Matrix

An approval matrix ensures consistency, accuracy, and alignment with brand guidelines, mitigating risks and maintaining professionalism across social media platforms. It fosters collaboration, streamlines communication, ensures compliance, and safeguards brand reputation through systematic review processes.

The matrix applies to all social media content, including posts, stories, videos, community comments, and responses to direct messages for ACTVET and its institutions.

| Step                                         | Responsibility                                    | Tasks                                                                                                                                                                                                                                                                                                                                                                                                                    | Approval Process                                                                                                                                                                                                |
|----------------------------------------------|---------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Step 1:</b><br>Weekly Content Planning    | Social Media Officer/ Social Media Representative | <ul style="list-style-type: none"> <li>Develop weekly social media content plan/roadmap to promote ACTVET's initiatives and plans under the guidance of GCO Manager</li> <li>Obtain approval from the stakeholders listed in the approval process.</li> </ul>                                                                                                                                                            | <ul style="list-style-type: none"> <li>Approval for English Content: Marketing &amp; Communication Specialist</li> <li>Approval for Arabic Content: GCO Manager</li> <li>Final Approval: GCO Manager</li> </ul> |
| <b>Step 2:</b><br>Content Design and Sharing | Social Media Officer/ Social Media Representative | <ul style="list-style-type: none"> <li>Submit the approved roadmap, including detailed content and captions, to the designers for content creation.</li> <li>Obtain approval on the designed social media content before posting.</li> <li>Post the approved content on all ACTVET or designated channels.</li> <li>Double-check all ACTVET social accounts to ensure posts have been successfully delivered.</li> </ul> | <ul style="list-style-type: none"> <li>Approval for English Content: Marketing /Communications Specialist</li> <li>Approval for Arabic Content: GCO Manager</li> <li>Final Approval: GCO Manager</li> </ul>     |
| Community Responses and Comments             | Social Media Officer/ Social Media Representative | <ul style="list-style-type: none"> <li>Collaborate with internal stakeholders to provide timely and accurate responses to community messages within 24 hours, excluding weekends.</li> <li>Close the response/request and maintain a track record</li> </ul>                                                                                                                                                             | <ul style="list-style-type: none"> <li>Approval for English Responses: Marketing/ Communications Specialist</li> <li>Approval for Arabic Responses: GCO Manager</li> <li>Final Approval: GCO Manager</li> </ul> |

| Step | Responsibility | Tasks                                                                                               | Approval Process |
|------|----------------|-----------------------------------------------------------------------------------------------------|------------------|
|      |                | of all responses and comments received on all ACTVET's and its institutions social media platforms. |                  |

Note: All content, including posts, stories, videos, and community comments, must adhere to this approval process.

### 6.3.5 The following guidelines should be adhered to by the employees authorized to handle and manage ACTVET and its institutions' official social media accounts:

- The social media team's roles and responsibilities regarding managing, posting, monitoring, and responding should be clearly stated and defined in coordination with the department head. The level of response to all the questions received and the mechanism of dealing with and interacting with them should also be clearly stated and defined.
- When reviewing the roles and responsibilities of employees, the following conditions must be considered.
  - GCO Manager's approval was obtained to provide the employee with access to social media and authorize the time for this activity.
  - Comply and abide by the GSEC Guideline to use social media accounts in Abu Dhabi government entities and companies.
- It is prohibited for ACTVET and its's institutions to open two accounts with the same content. If the work requires opening more than one account, an exception request must be sent to GCO stating the reasons for and details of account management.
- It is mandatory that all posts and content across ACTVET and its institutions' social media platforms are bilingual (Arabic and English).
- It is prohibited to republish any content of suspicious accounts or accounts that post incorrect, subjective content, violate the state's principles, laws, and legislations, or interact with or follow these accounts.
- The social accounts of ACTVET and its institutions' must have a description and clarification that this account is official on its main page, sometimes known as. Bio.
- The official logo should be of high quality and adhere to the terms of the government communication policy and the guidelines for identity.
- Only authorized employees appointed for social media are permitted to operate social media accounts, and they should follow the guidelines from the Abu Dhabi government when posting or interacting with followers.

- The social media content approval and posting procedure must be followed when posting content on the center's social accounts.
- Only authorized are allowed to respond to comments and messages following the approval process. This commitment will contribute to maintaining the methodology and harmony of responses on behalf of the ACTVET to avoid conflict. The social media procedure and timeline must be followed when replying to the users/followers/inquiries received via social media.
- A social media record that includes actions taken on the accounts in terms of content posted, responses, and questions addressed should be maintained by the authorized employees, as well as an obligation to archive and store all content posted on the social media electronically along with the publication date
- Use clear and straightforward language on social media and should be in accordance with the Abu Dhabi government's communication policy; unclear abbreviated terms or phrases, such as "w / e" instead of the weekend or, in Arabic, "ن / أ" instead of نهاية الاسبوع are not permitted.
- When using social media, use tactful language; authorized employees are recommended not to participate in any controversy or debate and not offend the reputation of ACTVET or the reputation of the Abu Dhabi government.
- Respond to public inquiries and responses using the correct information. Within an appropriate period, and if there is an inquiry of a special nature that requires notification to the senior management, it must be noted that the required escalation procedure is applied.
- Continuously monitor the social media accounts for community inquiries and comments.
- Liaising with other ACTVET departments to draft appropriate responses in a standard format for the queries and comments received from the public on time.
- Commit to the highest and professional standards when dealing with users of social networking sites.
- ACTVET should continuously monitor social media for feedback and public opinion, especially what is reported in the press and on social media sites about its services, events, projects, initiatives, or educational system.
- All comments and inquiries received via ACTVET, and its institutions' social media should be responded to as quickly as possible, ideally within 24 hours. Prompt responses show that the organization values and respects its audience.
- Comments and responses should be in the same language as those received in Arabic and English.
- Commit to the highest and professional standards when dealing with users of social networking sites.
- The Social Media officer should always respond professionally and courteously. Avoid using slang, inappropriate language, or engaging in arguments. Your responses should reflect the organization's values and tone.
- Ensure that all responses are accurate and fact-based. If unsure about an answer, consult with relevant departments or superiors before responding.

|                         |                                  |                      |                             |
|-------------------------|----------------------------------|----------------------|-----------------------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page <b>24</b> of <b>31</b> |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | <b>1</b>                    |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025                  |

- Address the individual by their name and personalize your response when possible. This approach makes the interaction more personal and shows that you value their engagement.
- Know when to escalate a comment or query to higher management or a specific department. If a question or issue is beyond your scope, politely inform the user that you will forward their concern to the appropriate team and provide a follow-up timeframe if possible.
- Respond to negative comments with empathy and understanding. Acknowledge the users' concerns and offer to resolve the issue through direct messaging or providing contact information for further assistance. Avoid deleting negative comments unless they violate community guidelines (e.g., offensive language or spam).
- Ensure that responses align with the organization's brand voice and messaging. Consistency in tone and style helps maintain a cohesive brand image across all platforms.
- Do not share personal or sensitive information in public comments. If a query requires sharing such information, direct the conversation to private messages or other secure channels.
- After responding to a comment or query, monitor the conversation for any follow-up questions or comments. Ensure that the user feels heard and supported throughout the interaction.
- Record significant interactions, especially those involving complaints or complex queries. Report any recurring issues or notable interactions to the Head of Marketing to help improve overall social media strategy and customer service.

### 6.3.6. ACTVET Employee Personal Account Use Controls

Article (35) of the Constitution of the United Arab Emirates: "Public jobs are a national service entrusted to those in charge of them, and the public employee aims to perform the duties of his/ her position in the public interest alone."

**The employees of ACTVET and its institutions shall comply with the following when using personal social networking sites:**

- Dealing with social media with the highest ethical standards and with recognized professional codes of conduct inside and outside the workplace.
- Using social media tactfully, wisely, and objectively, in accordance with the requirements of social customs and professional norms, and personal use of social media sites does not harm the reputation of ACTVET or any other entity in any way.
- Respecting and abiding by the principles of privacy and confidentiality, especially when dealing with public and personal information, by not disclosing, using, copying, or transmitting them on social media sites, except in the context of the exercise of their duties, as it is not permissible to disclose any information or news that expose ACTVET to risks and damage.

|                         |                                  |                      |                             |
|-------------------------|----------------------------------|----------------------|-----------------------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page <b>25</b> of <b>31</b> |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1                           |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025                  |

- Refrain from using social media sites in any way that violates public morals or behavior or the traditions and customs of the Emirates community.
- Refrain from abusing or inciting others' political opinions or religious beliefs, inside or outside ACTVET.
- To publish on their account through disclaimers on social networking sites that these accounts are personal and do not represent ACTVET in any way.
- Not to use the work email or password for that email to register and log in to the personal social account
- Do not take advantage of the position of a government employee or give any confidential or ad hoc information to ACTVET's employees.
- The employee's right to enjoy the freedom to speak and express an objective opinion and complaint is considered in conjunction with the need to adhere to and maintain public order, public morals, state customs and traditions, and the legislation in force in the state. Legal issues are also considered.
- Social media tools may have some legal implications, so ACTVET shall ensure that intellectual property rights are granted to their owners in everything published on its site and clarify all references used.
- ACTVET develops and uses a disclaimer in coordination with its Legal Affairs Unit, and employees and the public understand the need to adhere to the legislation under legal responsibility, such as Federal Law No. (7) of 2002 on Copyright and Related Rights and Decree-Law No. (5) Of 2012 on combating crimes Information technology and the importance of adhering to public morals and avoiding the use of any offensive or racist language or anything that contradicts the laws of the United Arab Emirates.

#### 6.4 Advertising and Promotion

ACTVET and its institutions should follow the general guidelines below for all advertising and promotional materials promoting ACTVET and its institution's initiatives and programs.

- The team should always follow best practices in planning promotional material, as pre-planning contributes to the cost-effectiveness of promoting targeted messages to the target audience.
- Determine the desired objectives of the promotion and define the target audience according to objectives.
- Determine the expected time and choose the most appropriate times for the publication and use of promotional materials.
- Choose the appropriate media and platforms based on their effectiveness and impact on the target audience and on achieving the promotional objectives.
- Adhere to prevailing religious, cultural, and social values in the United Arab Emirates when creating promotional content.
- Compliance with the provisions of legislation for the federal and local media and promotional content.
- The promotional content accurately communicates the objectives to the target audience.

|                         |                                  |                      |                             |
|-------------------------|----------------------------------|----------------------|-----------------------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page <b>26</b> of <b>31</b> |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1                           |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025                  |

- Ensure that the promotional content complies with all the terms of the communication policy and the guidelines for the Abu Dhabi government's identity, including the technical and model specifications required to use the Abu Dhabi government's identity.

## 6.5. Media Relations

ACTVET strives to establish media relations characterized by openness, transparency, professionalism, cooperation, and based on mutual respect, as well as providing the necessary information to various media outlets and informing them of the goals and achievements of government entities/companies to create a strategic partnership with them, and in a manner that ensures that their news is covered optimally, considering not to disclose information of a private nature.

ACTVET has a specific mechanism for managing media relations and interacting with local, regional, or global media, as it is one of the most prominent means of obtaining information by government entities/companies' partners through its experienced or trained employees or institutions that have been delegated to undertake this task.

The GCO team should follow the general guidelines below to maintain and promote ACTVET's initiatives and programs through media publications.

- Establish and adopt specific practices and plans for the GCO team to implement.
- Coordinating with the Abu Dhabi Media Office (ADMO) if there are media requests and support or any issue in the media that may affect the reputation and status of the country, the emirate, the government of Abu Dhabi, or any of the other emirates or its leaders or government agencies/companies. The media officer will manage the media requests and related inquiries for those mentioned.
- All types of ACTVET communication with the media must include accurate and up-to-date information.
- Ensure that the information material is new when publishing. Adequate research should be conducted on the background of the media seeking to communicate, such as newspapers, magazines, TV channels, and other media outlets, before approving their request and preparing well before press conferences and media interviews.
- Establishing a policy and procedures through which acknowledging receipt of media questions and inquiries immediately and directly and providing complete and appropriate answers considering a timetable determined in agreement with the media employee concerned and that no media inquiry or request is ignored.
- Submit its media plans to the Abu Dhabi Media Office once required; consider the government events agenda before scheduling its events activities; ensure there is no conflict with other government communication activities; and update its activities periodically.
- Consider using the guidelines for the Abu Dhabi government's identity when sending information materials or participating in conferences, forums, and workshops.
- Abu Dhabi Media Office oversees, and coordinates media events related to all significant government statements and determines the "importance of the statement" to the extent that it contributes to

|                         |                                  |                      |                             |
|-------------------------|----------------------------------|----------------------|-----------------------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page <b>27</b> of <b>31</b> |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1                           |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025                  |

establishing and improving the position of the government or the extent of responding to a crisis that may affect Abu Dhabi's reputation and standing.

## 6.6 Official Speakers

All ACTVET and its institutions' spokespersons must have the skills to do their job optimally. The speakers are provided with information and adequately prepared to deliver speeches and statements and answer questions and media inquiries.

- ACTVET Primary Spokesperson: ACTVET Director General
- IAT: Managing Director
- ADVETI: Acting Managing Director

## 6.8 Website

ACTVET follows certain standards specific to websites based on best practices to publish information about the services, as it is one of the communication channels with the customers. This ensures the customers' satisfaction with the services and their expectations.

Among the most essential criteria for services to be followed by ACTVET and its institutions:

- Easy access to the site by searching.
- Website design, easy to browse and navigate through and display information.
- The site identifies essential information or links that the customer can view directly without needing to search (e.g., the list of services).
- Use checkboxes and tools to access the services, data, and procedures list easily.
- Provide common questions with the necessity of comprehensiveness of all information requested by customers, the most important of which is information on services.
- Providing a classification of services that supports the search process in customers' list of required services.
- Provide information about electronic services, clarify procedures, determine the time to complete them, and determine their channels (website, electronic application).
- Make the services accessible easily and clearly through the website.
- Determine the service delivery centre and locations.
- Determine ways to communicate with the entity in addition to the entity's geographical location.
- Providing information about the interconnected services and their stages of completion by clarifying the customer's journey and procedures.
- Include links to social media and other channels of the entity.
- Update service data periodically.

|                         |                                  |                      |                             |
|-------------------------|----------------------------------|----------------------|-----------------------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page <b>28</b> of <b>31</b> |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1                           |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025                  |

- Provides a system of chat rooms to provide information to customers

### 6.8.1 Website Content Review and Update Process

To ensure that all ACTVET and its institutions' websites remain accurate, relevant, and aligned with the organization's communication standards, a quarterly website audit should be conducted. This process helps maintain the integrity of the information shared with the public, enhances user experience, and reinforces ACTVET's commitment to transparency, credibility, and bilingual accessibility across all its digital platforms.

#### Steps:

##### 1. Quarterly Audit:

GCO and respective focal points of the institutions should conduct a website audit every quarter to identify outdated, missing, or inaccurate content across all ACTVET and institutional websites. Respective departments should be notified via email to review and provide latest approved updates in English and Arabic within stipulated timeframe.

##### 2. Content Submission:

Departments must share updated information, data, or materials in both English and Arabic, ensuring accuracy, clarity, and consistency with official messaging.

##### 3. Approval Process:

All revised content must be reviewed and approved by the Technical Owner of the respective website section and the Government Communications Office (GCO) prior to publication.

##### 4. Final Update and Verification:

Once approvals are secured, GCO and respective focal points will coordinate the implementation of the updates on the website and verify that all changes have been accurately reflected.

##### 6. Documentation:

Each audit cycle should be documented, including the list of updates, responsible departments, and confirmation of completion for recordkeeping and accountability.

### 6.9. Smart Application

The electronic application is a channel for providing services related to ACTVET, providing information for customers through research, or charging fees for services. Accordingly, government agencies must design electronic applications to support and satisfy customers' requirements.

- Easy access to the application.

|                         |                                  |                      |                             |
|-------------------------|----------------------------------|----------------------|-----------------------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page <b>29</b> of <b>31</b> |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1                           |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025                  |

- The application supports the iPhone and Android devices.
- The design of the application is easy and uses the appropriate font.
- Providing a section for the most requested services.
- It is easy to navigate the application and return to the previous page and ease.
- Use with multi-touch points.
- Use appropriate graphics and colors that refer to services.
- Multilanguage.
- The app provides information about services.
- The app provides information about the ACTVET and the communication channels.
- The possibility to submit complaints, suggestions, and praise through the ACTVET website
- The ability to perform services through the application.
- The application provides the ability to take advantage of the device's features (for example, using the camera, location, uploading documents).

#### 6.10. Giving Gifts

ACTVET must adhere to the GESC Communication Policy (Section 28. Gift).

##### 6.10.1 Formal Occasions

ACTVET is not permitted to exchange gifts of all kinds on occasions, according to the goal of rationalizing the exchange of public money and the absence of a justification that requires the exchange of gifts. ACTVET undertakes a process of preparing, designing, and distributing official gifts, which will be presented on the following occasions:

- The Holy Month of Ramadan.
- Eid al-Fitr.
- Eid al-Adha.
- National Day of the United Arab Emirates.
- UAE Women's Day.
- International Happiness Day.
- National and International Events and Conferences hosted by ACTVET

##### 6.10.2. Visits and meetings

When another party/company visits or attends a meeting at ACTVET, a promotional kit containing promotional materials prepared according to the following specifications should be given to visitors:

- The promotional material should be symbolic and inexpensive (for example, center stationery).

|                         |                                  |                      |                             |
|-------------------------|----------------------------------|----------------------|-----------------------------|
| <b>Department:</b>      | Government Communications Office | <b>Contents:</b>     | Page <b>30</b> of <b>31</b> |
| <b>Document Name:</b>   | ACTVET Communication Policy      | <b>Version:</b>      | 1                           |
| <b>Document Number:</b> | ACTVET-L3-ES-003                 | <b>Version Year:</b> | Oct , 2025                  |

- The promotional material should reflect the identity of the Abu Dhabi government and the field of the centre and consider the standards and guidelines of the guide for the identity of the Abu Dhabi government.
- The promotional material should not be consumable (foods, drinks, plants, etc.).

#### 6.11. Logo

Refer to [ACTVET Corporate Guidelines](#)

### 7 Review Frequency

Policy review shall be done annually (not necessarily all at once) to check that:

1. It fits the current purpose and accurately aligns with the relevant legislation and guidance.
2. It provides guidance to staff on what to do within the scope etc. of the policy.
3. It includes staff practice that consistently aligns with the policy.

### 8 References

| No. | Document Title                                                                | Document Reference                         |
|-----|-------------------------------------------------------------------------------|--------------------------------------------|
| 8.1 | <a href="#">General secretariat of executive council communication policy</a> | Communication Policy                       |
| 8.3 | <a href="#">The Government of Abu Dhabi Brand Guidelines</a>                  | Abu Dhabi Government Logo Usage Guidelines |
| 8.3 | <a href="#">Abu Dhabi Government Representation Guide</a>                     |                                            |

### 9 APPENDIX

Not Applicable