



INTERNATIONAL FEDERATION FOR ARBITRATION



P-15 Media and Public Relations Policy

International Federation of Arbitration (IFA)

1. Definition

This Policy establishes the framework governing media engagement, public relations, and communication activities of the International Federation of Arbitration (IFA), ensuring consistent, professional, and strategic representation of the Federation.

2. Objective

The objective of this Policy is to enhance the Federation's public image, ensure effective communication with stakeholders, promote transparency, and support the dissemination of accurate and timely information.

3. Scope of Application

This Policy applies to all media activities, public communications, press releases, digital content, and interactions with media representatives conducted by or on behalf of the Federation.

4. Governing Principles

This Policy is based on the principles of accuracy, transparency, consistency, professionalism, credibility, and alignment with institutional values and objectives.

5. Official Communication Channels

All official communications must be conducted through approved and authorized channels, including official websites, social media platforms, and designated communication offices.

6. Media Representation

Only authorized spokespersons may represent the Federation in media engagements, interviews, or public statements.

7. Content Approval

All public content, including press releases, announcements, and publications, must be reviewed and approved by the designated authority prior to release.

8. Brand Consistency

All communications must adhere to the Federation's branding guidelines, including logos, visual identity, and messaging standards.

9. Digital and Social Media Management

Social media platforms shall be managed professionally to ensure consistent messaging, audience engagement, and protection of the Federation's reputation.



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10. Crisis Communication

In times of crisis, communication shall be coordinated, controlled, and aligned with the Legal Crisis Response Policy to ensure accuracy and risk mitigation.

11. Stakeholder Engagement

The Federation shall maintain effective communication with stakeholders, partners, and the public to build trust and strengthen relationships.

12. Monitoring and Media Analysis

Media coverage and public perception shall be monitored and analyzed to inform communication strategies and improvements.

13. Confidentiality and Information Control

Sensitive or confidential information must not be disclosed without proper authorization.

14. Ethical Standards

All media and public relations activities must comply with ethical standards and avoid misinformation, manipulation, or misrepresentation.

15. Violations

Violations include unauthorized communication, dissemination of inaccurate information, misuse of media platforms, or actions that harm the Federation's reputation.

16. Sanctions

Sanctions may include disciplinary measures, restriction of communication privileges, or legal action depending on the severity of the violation.

17. Review and Amendment

This Policy shall be reviewed periodically to ensure alignment with evolving communication practices and technologies.

18. Annexes

Annexes may include communication guidelines, media protocols, branding manuals, and press release templates.