

## **Developing an Implementation Plan for applying the Dóchas Code of Conduct on Images and Messages at Organisational Level – Suggestions and Questions for Planning**

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This document is designed to assist organisations in developing an implementation plan for applying the Dóchas Code of Conduct on Images and Messages (“the Code”). In many cases, signatory organisations have identified mechanisms for ensuring that the principles of the Code are reflected in organisations' communications, advertising, campaigns etc. Additionally, some organisations have already identified Code Champions and their training needs.

An implementation plan is designed to document what the organisation is doing and its plans for the future. Each organisation has its own style of planning and different needs regarding The Code.

This document gives some suggestions and questions that might be considered when developing an implementation plan. It is recommended that plans are kept short and that they include clarity on what needs to be done, by whom and when.

The attached document includes a short template chart which might help the planning process.

### **1. Task Group**

- Management form a task group to guide discussion with wider staff, management and board etc.
- Organise a workshop with relevant staff.
- Decide on the outline structure of what should be contained in the implementation plan – aims/objectives, tasks, persons responsible, timeframe etc.

### **2. The Organisation's Materials**

#### ***Undertake an Audit of Materials***

- Undertake an Audit of Existing Materials (Brochures, leaflets, marketing and promotional materials, development education and campaigning materials, websites, social media accounts/pages, pictures and posters on office walls etc.).
- What materials are currently in compliance with Code principles and what materials need to be changed?

## **APPENDIX 4**

### **Implementation Plan**

#### ***Identify and Agree Internal Criteria/Guidelines for Code Compliance***

Within the context of your organisation's 'Tone of Voice' or Brand guidelines, philosophy

etc., and in line with your communication strategy, identify and agree internal criteria/guidelines for Code compliance.

#### **What Areas Need Improvement?**

Identify and agree areas which need guidelines for best practice, for e.g.

- On Taking, Storing, Sourcing and Use of Photographs.
- On Captions and Language.
- For Volunteers, Head Office and Field Office Staff or Contractors.

### **3. Implementation Mechanisms and Compliance Commitments**

Review Dóchas Code of Conduct Minimum Criteria - What tasks need to be undertaken to ensure organisational compliance with the Code? Consideration of the areas below will help to identify points for an implementation plan.

#### ***Management Responsibilities***

- What are the responsibilities of management in relation to Code Compliance?
- What can management do to ensure compliance with the principles of The Code?
- How can the board ensure that it discusses Code compliance on a regular basis (at least annually)?

#### ***Information Sharing and Training***

- What information sharing/training is needed within the organisation on the Code?
- Who needs training and what kind and level of training do they need?
- Who will develop the organisation-wide training plan?

#### ***Responsibility for Code Implementation within the Organisation***

- Who is responsible for Code implementation within the organisation and how do they relate to various sections within the organisation?
- What mechanisms need to be put in place to ensure appointment and support for a Code Champion?
- Who is responsible for reporting on Code implementation through the annual Dóchas questionnaire?
- Who takes part in the peer-accountability annual meeting?
- Who will ensure that reference is made to the Code in the organisation's annual report and on the website?
- How will the feedback mechanisms be implemented?

#### ***Code of Conduct on Images and Messages and Strategic Planning***

How do the above decisions relate to the organisation's strategic planning and QA processes?

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### **Implementation Plan**

#### ***Evaluation of Code Implementation***

How is Code implementation reviewed or evaluated within the organisation, how often and by whom?

#### **4. Your Organisation's Plan**

Once you have undertaken a process of review and decision making, it is time to write your organisation's implementation plan on the Code of Conduct on Images and Messages. This should include details on:

- Aims and Objectives of the Implementation Plan
- Areas and commitments to be addressed in Code Implementation
- Tasks to be completed in each area
- Timeframe
- Person(s) Responsible
- Evaluation of Code Implementation within the Organisation

**APPENDIX 4**  
**Implementation Plan**

**Chart to assist with the development of an Implementation Plan for the Dóchas Code of Conduct on Images and Messages at Organisational Level**

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<b>Areas and Commitments to be addressed in Code Implementation</b>	<b>Tasks to be completed in each area</b>	<b>Timeframe</b>	<b>Person(s) Responsible(s)</b>
<b>Task Group Established</b> - Workshop - Outline of Areas which need to be addressed in Implementation Plan			
<b>Materials Development</b> - Audit - Internal Criteria/Guidelines Agreed - Areas for Improvement identified			
<b>Organisational Implementation Mechanisms</b> - Management Responsibilities - Information Sharing and Training - Responsibility for Code Implementation within the Organisation - How plans on The Code relate to Strategic Planning			
<b>Evaluation of Code implementation in the organisation</b>			