



Formerly Boy Scout of Liberia

Chartered January 26, 1923 by an Act of National Legislature

P.O. Box. 1977, C/O Liberia YMCA National Headquarters

126 Crown Hill, Broad Street, Monrovia

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LIBERIA
SCOUT
ASSOCIATION

COMMUNICATION AND EXTERNAL RELATIONS POLICY



2025-2028



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Executive Summary

This strategy document outlines the approach for strengthening the Liberia Scout Association's communications and external relations in alignment with World Organization of Scout Movement (WOSM) standards. The strategy aims to enhance visibility, strengthen stakeholder relationships, and support the growth of Scouting in Liberia.

VISION

To position the Liberia Scout Association as the largest and most diversely inclusive youth organization that empowers young people to create positive change in their communities through effective communication and meaningful partnerships.

1. STRATEGIC OBJECTIVES

1.1 Internal Communication Enhancement

Communication plays a pivotal role in the Scout Movement; therefore, it is critical for the Liberia Scout Association to have an effective flow of information to reduce conflict resulting from rumors and promote visibility of LSA projects, programs and activities. In order to achieve these, the LSA must

- Establish clear communication channels between national headquarters and local Scout groups
- Develop a digital platform for sharing resources and best practices
- Implement regular newsletters and updates for members
- Create a mobile-friendly communication system for Scout leaders and volunteers

1.2 External Communication Development

For the purpose of effectively communicating with external stakeholders the Liberia Scout Association shall build a strong media presence across traditional and digital platforms, develop compelling storytelling about Scouting impact in

1.3 **Stakeholder Engagement**

As a means of implementing quality scouting in Liberia, the LSA shall actively engage potential stakeholders as well as maintain good relationship with existing stakeholders in a manner that reflects honesty transparency in the communication process. The Liberia Scout Association must strengthen relationships with government agencies, particularly the Ministry of Youth and Sports, develop partnerships with educational institutions and religious institution, engage with corporate sponsors and donors, build networks with other Scout associations in the African region and elsewhere.

2. **IMPLEMENTATION PLAN**

2.1 **Year 1 (2024-2025)**

The Liberia Scout Association shall undertake the following in the first and Second Quarters of the Year 1 of this Strategy.

- Conduct communication audit and needs assessment
- Develop brand guidelines and templates
- Launch internal communication platform
- Train key personnel in communication skills

In Third and Fourth Quarters of Year 1, emphasis must be placed on the following:

- Implementing social media strategy
- Developing media relations toolkit
- Launching quarterly newsletter
- Establishing stakeholder database

2.2 **Year 2 (2025-2026)**

The LSA shall implement strategy aimed at:

- Expanding digital presence
- Implementing partnership program



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- Developing Crisis Communication plan

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- Launching youth reporter program
- Establishing regular media briefings

2.3 Year 3 (2026-2027)

In the last year of the implementation of this strategy, the LSA shall:

- Review and evaluate strategy implementation
- Scale successful initiatives
- Develop sustainability plan
- Strengthen regional partnerships

3. COMMUNICATION CHANNELS

3.1 Digital Platforms

- Website
- Social media (Facebook, Twitter, Instagram, WhatsApp)
- Email newsletters
- Mobile app

3.2 Traditional Media

- Radio programs
- Newspaper features
- Television appearances
- Print materials

3.3 Direct Communication

- Community meetings
- Scout gatherings
- Leadership forums
- Parent meetings



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4. KEY MESSAGES

4.1 Core Values

- Youth empowerment and leadership
- Community service
- Character development
- Environmental stewardship

4.2 Impact Statements

- Local community development
- Youth skills development
- National development contribution
- Peace and unity promotion

5. MONITORING AND EVALUATION

5.1 Key Performance Indicators

- Media coverage metrics
- Social media engagement rates
- Membership growth
- Partner satisfaction ratings
- Communication effectiveness surveys
- Event participation rates

5.2 Regular Assessments

- Quarterly progress reviews
- Annual impact assessment
- Stakeholder feedback analysis
- Communication audit reports



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6. **RESOURCE REQUIREMENTS**

6.1 **Human Resources**

- Communications Officer
- Social Media Manager
- Public Relations Coordinator
- Content Creator
- Volunteer communications team

6.2 **Material Resources**

- Photography and video equipment
- Computer and internet access
- Printing facilities
- Communication software and tools

6.3 **Financial Resources**

- Training budget
- Equipment procurement
- Event organization
- Digital platform maintenance
- Media relations activities

7. **RISK MANAGEMENT**

7.1 **Potential Risks**

The Liberia Scout Association recognized the following as potential risks associated with the implementation of this Policy. They include all but not limited to resource constraints, technology access limitations, message misalignment and crisis situations.



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7.2 Mitigation Strategies

In order to prevent or minimize the identified potential risks, the National Executive Committee of the Liberia Scout Association commits to regular training and capacity building exercises, adopting alternative communication channels plan, message testing and validation, cultural awareness training and crisis communication protocols

8. SUSTAINABILITY PLAN

8.1 Capacity Building

The National Executive Committee and the Regional Teams will conduct regular training programs, establish knowledge transfer systems, mandate documentation of best practices and enforce volunteer development.

9. RESOURCE GENERATION

9.1 The financing of the LSA programs, trainings and their implementations, including this strategy, shall be through grant applications, budgetary appropriation from the Government of Liberia, income generating activities, community support initiatives and partner support programs.

10. CONCLUSION

This strategy provides a comprehensive framework for strengthening the Liberia Scout Association's communication and external relations efforts. Regular review and adaptation of the strategy will ensure its effectiveness and relevance to the organization's needs and objectives.



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6.

REVIEW AND AMENDMENT

This policy shall be reviewed every three years with meaningful youth participation in the review process. Amendments may be proposed by youth members through established channels.

CERTIFICATION

This Youth Engagement Policy has been approved by the National Scout Council of Liberia on this 4th Day of **January 2024**.

This Policy is due for review on 4th January, 2028.



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