



# MOONAH MARKETING COMMUNICATION POLICY

Last Updated: 25 March 2025

## 1. Professionalism

- All communication must uphold the highest standard of professionalism, ensuring clarity, respect, and courtesy.
- Avoid using slang, jargon, or any inappropriate language in messages sent to clients, team members, or Moonah Marketing staff.

## 2. Timeliness

- Respond to all communication within two business hours during your designated working schedule unless stated otherwise.
- For client correspondence, ensure responses are prompt and aligned with agreed service expectations.

## 3. Preferred Channels

- Use email for formal correspondence or task-related instructions.
- Utilise WhatsApp for quick updates, general collaboration, and team discussions.
- Employ phone or video calls for urgent matters or topics requiring immediate clarification.

## 4. Availability

- Clearly communicate your working hours to clients and team members.
- Notify your Team Leader of any planned absences or leave requests at least one week in advance.
- Set an automatic "Out of Office" message in email if unavailable for an extended time.

## 5. Escalation Procedures

- Escalate urgent issues, client complaints, or critical project delays immediately to your Team Leader.
- Use the designated escalation process for emergencies, outlining the situation, actions taken, and the desired resolution.

## 6. Documentation

- Ensure important communications, agreements, or decisions are documented in writing (e.g., email summaries or meeting notes).
- Store documentation in the appropriate project management tool as directed.

End.