الإستراتيجية الوطنية للطيران 2040
NATIONAL AVIATION STRATEGY

هيئة الطيران المدني
CIVIL AVIATION AUTHORITY

Implementing Best Practices in Communication and Media at the Civil Aviation Authority

The Contents:

Preface	**1**
Message of the Civil Aviation Authority's President	**3**
Chapter One..	
Media Governance	**7**
Chapter Two..	
Communication Management for Joint Projects	**11**
Chapter Three..	
Monitoring and Addressing Trending Topics and Issues	**15**
Chapter Four..	
Media Management during Crises	**21**
Chapter Five..	
Addressing Rumors, Fake News and Misleading Information	**25**
Chapter Six..	
Media Message Use and Governance in Government Institutions' Communications	**31**
Chapter Seven..	
Government Media Agenda	**35**
Chapter Eight..	
Audience Targeting in Communication and Media Activities	**39**
Chapter Nine..	
Managing Media Relations with Media and Communication Outlets	**43**
Chapter Ten..	
Organizing Digital Platforms	**49**
Chapter Eleven..	
Internal Communication within the Institution	**55**
Chapter Twelve..	
Preparing for Government Decisions	**59**
Chapter Thirteen..	
Communication with Audiences abroad the Sultanate of Oman	**63**
Chapter Fourteen..	
Community and Youth Engagement	**69**
Chapter Fifteen..	
Accessibility of Content for Persons with Disabilities	**77**
Chapter Sixteen..	
Accessibility of Content for Non-Arabic Speakers in the Sultanate of Oman	**81**
Conclusion	**83**


CIVIL AVIATION AUTHORITY
هيئة الطيران المدني

Preface

In light of the rapid transformations which are taking place in the global civil aviation sector, the institutional communication and strategic media practices have become key pillars for strengthening institutional trust, reinforcing reputation, supporting sustainable performance, and achieving national and development objectives. In line with this approach, the Civil Aviation Authority (CAA) is committed to adopting best communication and media practices that keep pace with rapid developments and align with modern approaches to government communication management and media governance.

This publication is documenting the key communication and media practices adopted by the CAA as part of an integrated system that strengthens its position as a leading institution in its sector, enhances the efficiency of media communication and messaging, and creates impact at all levels among diverse internal and external audiences. It also supports the highest levels of transparency, keeps pace with future requirements for the development of the sector locally, and reinforces the Sultanate of Oman's presence internationally.


مرحبا بكـــم في المركز الإعلامي
WELCOME TO THE MEDIA CENTER



Message of
H.E. Eng. Naif bin Ali Al-Abri

President of the Civil Aviation Authority

Institutional communication has become a strategic enabler of success for government institutions. In this regard, the Civil Aviation Authority has been committed to establishing an integrated institutional communication and media system founded on governance, strategic planning, proactive approach, and coordination, while keeping pace with the rapid transformations taking place across the media and communication landscape.

What distinguishes the Authority's media practice is the integration of its various practices within a unified system that begins with clear policies and responsibilities, encompasses the development of messages and content, the management of communication channels and media relations, and extends to measuring engagement, responding effectively to developments, and creating meaningful impact.

This has contributed to fostering a more mature, flexible, and institutionalized approach to media and communication, capable of meeting the evolving requirements of a vital and dynamic sector such as civil aviation.

We believe that excellence in institutional communication is an ongoing journey that requires continuous development, anticipation of emerging trends, and the effective utilization of modern technologies and data. We remain committed to continuously advancing our communication and media practices in ways that enhance the Authority's standing, support the strategic objectives of the civil aviation sector, and contribute to strengthening the Sultanate of Oman's regional and international presence.

Chapter One:
Media Governance

Media Governance

Media governance provides the organizational foundation for the communication and media system at the Civil Aviation Authority. The Authority has adopted an institutional framework that defines the policies, authorities, procedures, and standards governing media and communication activities, ensuring consistency of messages, clarity of responsibilities, quality of outputs, and the preservation of the institutional identity and image.

This approach has contributed to transforming media work from individual operational practices into a clear institutional system with defined frameworks, references, and procedures.

First: Media Policy

The Civil Aviation Authority (CAA) adopted its Media Policy pursuant to Administrative Decision No. (1553/2023), with the aim of regulating media activities and enhancing the quality of media messaging in terms of both form and content, providing the Authority's employees and relevant entities with guiding procedures and general controls, and ensuring the consistency of media messages with the Authority's directions and identity.

The policy regulates a number of areas, most notably:

- The role of the Communication and Media Department.
- The Official Spokesperson and their responsibilities.
- Authorized spokespersons for the Authority.
- Procedures for issuing statements and publishing information and photographs.
- The CAA's official media sources.
- Handling requests from media outlets.
- Press conferences and media coordination.
- General frameworks for media handling of emergencies, crises, and rumors.
- E-Participation Policy.

Second: Policies and Guidelines Governing Media Activities

The CAA has developed a range of policies, guidelines, and procedures supporting media governance, including:

- E-Participation Policy.
- Regulatory Guidelines for Publications and Printed Materials.
- Controls for Internal and External Media Publishing.
- Mechanisms for Responding to Enquiries Received through Social Media Platforr
- Guidelines for Managing the Authority's Events.
- Media Coverage Forms.
- Media Preparedness Plans.

These references contribute to standardizing practices, enhancing the quality of work, reducing individual discretion, and ensuring continuity of institutional performance. The existing regulatory framework includes controls governing publication, coverage planning, and internal and external communications, in addition to the guidelines for managing events.

Third: Governance of Visual and Audio Identity

The Authority regards its visual and audio identity as an integral component of institutional governance and a means of ensuring a unified presence and consistent image across its various points of contact with the public.

In this regard, the Authority has established an integrated corporate identity that reflects its values, vision, and role, and has developed a bilingual identity guideline in Arabic and English to ensure consistency in its application.

The applying of the identity covers:

- Buildings, external signage, and directional signage.
- The Authority's digital platforms.
- Internal systems and applications.
- Official events and activities.
- Offices and the work environment.
- Employee identification cards.
- Publications, editions, and media materials.

Chapter Two:

Communication Management for Joint Programs and Projects

Communication Management for Joint Programs and Projects

The Civil Aviation Authority adopts an integrated approach to communication management for joint programs and projects with its partners in the civil aviation sector. This contributes to aligning efforts and media messages and strengthening the sector's collective presence across various forums and media platforms. This includes coordination with Oman Airports, Oman Air, SalamAir, Al Sharqiya Aviation, and Oman Aviation Academy, reflecting the complementary roles of sector institutions and enhancing their presence in a consistent and coordinated manner.

Civil Aviation Authority (CAA)

Oman Airports

Oman Air

SalamAir

Al Sharqiya Aviation

Oman Aviation Academy

Aviation sector technology start-ups

First: Joint Campaigns and Events

The Civil Aviation Authority, in cooperation with its partners, has implemented a number of joint campaigns, activities, and events, most notably:

- Specialized awareness campaigns, including the Cyber security Awareness Program for the civil aviation sector.
- Unified greetings and content for national and international occasions.
- Joint participation in exhibitions, conferences, and local, regional, and international events.
- Joint media coverage of the civil aviation sector's preparedness for the Khareef Dhofar season.
- Joint observance of sector-related occasions, including International Civil Aviation Day.

Second: Communication Integration and Coordination

The Authority promotes continuous coordination among communication and media teams across sector institutions to ensure the rapid exchange of information and the integration of efforts through:

- Holding regular coordination meetings.
- Establishing a direct communication channel via WhatsApp comprising communication and media representatives from sector institutions.
- Advance coordination of content, coverage, and joint media activities.
- Cooperation in producing media and visual materials that reflect the integration of the sector.

Examples of joint media productions include :



a video for the International Civil Aviation Organization Aviation Security Week



a video on Cyber security Week



a video marking Omani Women's Day.


SalamAir
OMAN AIR
Oman Airports
وعية بالأمن السيبراني
ع الطيران المدني
النسخة الثانية
الأمن السيبراني للمسافرين)
Cybersecurity Awareness
in the Civil Aviation Se
Second Edition
(Cybersecurity Culture for T


برنامج الت
بقطا
(ثقافة
Program
ector
ravelers)

Chapter Three

Monitoring and Addressing Trending Topics and Issues

Monitoring and Addressing Trending Topics and Issues

The Civil Aviation Authority relies on media and digital monitoring as a key tool for understanding the media landscape, following developments and discussions concerning the Authority and the civil aviation sector, and anticipating issues that may require a communication response or media intervention.

The Authority is implementing a comprehensive communication and engagement plan to address trending issues in the sector, with the aim of strengthening its media presence and enhancing its institutional standing through a range of practices, including:

1. Responding clearly and within the scope of its mandate to matters raised concerning the Civil Aviation Authority.
2. Publishing the Authority's news and statements across various media outlets.
3. Publishing air traffic news and statistics on the Authority's website.
4. Coordinating media interviews with Authority officials.
5. Disseminating news and media content through various audio, visual, and print media outlets.

6 Using two primary languages, Arabic and English, in addition to a number of other languages for communication and media publishing.

7 Using motion graphics to communicate important information, including the correction of misinformation and guidance on compliance with regulations and instructions.

8 Responding to all electronic enquiries and comments received through social media platforms.

9 Developing media plans for major events, projects, and activities of the Authority to ensure the comprehensive dissemination of information and strengthen public confidence.

10 Conducting briefings and media appearances by the Official Spokesperson during major events and occasions.

11 Engaging with the Government Communication Centre on communication and media-related matters.

12 Monitoring and documenting public reactions to appearances by the Official Spokesperson, government officials, and the Authority's media activities.


بتسافر قريب؟ اعرف حقوقك.
Notice
تنبيه


9:41
caaomn
CAA
Alert
The Civil Aviation Authority (CAA)has observed that ,certain entities, as well as news and personal accounts, are publishing weather forecasts and warnings regarding conditions that may affect the Sultanate of Oman, contrary to those officially issued through the Authority's platforms.
Given the potential for such actions to cause confusion among official entities and the public due to the spread of rumors, about exaggeration, or the dissemination of inaccurate or overstated information ,the Authority urges all people to refrain from publishing or sharing any weather forecasts or warnings unless they are officially issued by the Authority.
The CAA also calls on everyone to obtain information exclusively from its official sources.
Civil Aviation Authority
March 17, 2026
80
2
5
19

Chapter Four:

Media Management During Crises

Media Management During Crises

The Civil Aviation Authority regards communication during crises as an essential component of crisis management itself, given the direct impact that accurate information, timely communication, and clear messaging can have in reducing uncertainty and strengthening public confidence.

This practice is based on advance preparedness, monitoring, rapid response, and the use of a unified source and message, in coordination with relevant entities.

Stages of Media Management

01 Before the Crisis:

Enhancing preparedness, defining roles and authorities, developing scenarios and initial messages, and preparing databases and communication channels.

02 During the Crisis:

Activating the monitoring system, verifying information, identifying the spokesperson and official source, issuing updates in line with developments, and coordinating with the relevant entities.

03 After the Crisis:

Monitoring media coverage and public reactions, evaluating media performance, documenting lessons learned, and improving procedures.

This is undertaken within the framework of the Authority's Media Policy, which already provides for the coverage of emergencies and the management of media crises.



Chapter Five:

Addressing Rumors, Fake News and Misleading Information

Addressing Rumors, Fake News and Misleading Information

The Civil Aviation Authority adopts an institutional approach to addressing rumors, fake news, and misleading information, based on early monitoring, information verification, timely response, and reliance on official and credible sources.

This contributes to safeguarding institutional trust and limiting the impact of inaccurate information on the public and the reputation of the civil aviation sector. In this regard, the Authority relies on advance preparedness to monitor circulating content, assess its reach and potential impact, and determine the appropriate level of response according to the nature of each issue.

This is complemented by taking the necessary communication measures to correct inaccurate information and provide the public with verified facts in a timely manner.

The Authority also adopts a proactive approach to limiting the spread of misinformation by strengthening its media presence, continuously publishing reliable information and data, raising awareness of the Authority's mandate and roles, and providing awareness and educational content that contributes to enhancing public understanding of civil aviation-related matters.

Key practices in this area include:

1. Continuously monitoring information and discussions concerning the Authority and the civil aviation sector across media outlets and digital platforms.
2. Verifying circulating information in coordination with the relevant departments before taking any media action.
3. Assessing the reach and impact of information to determine whether a response or clarification is required.

4. Responding to inaccurate information through official channels, in accordance with approved procedures and in a manner appropriate to the nature of each case.

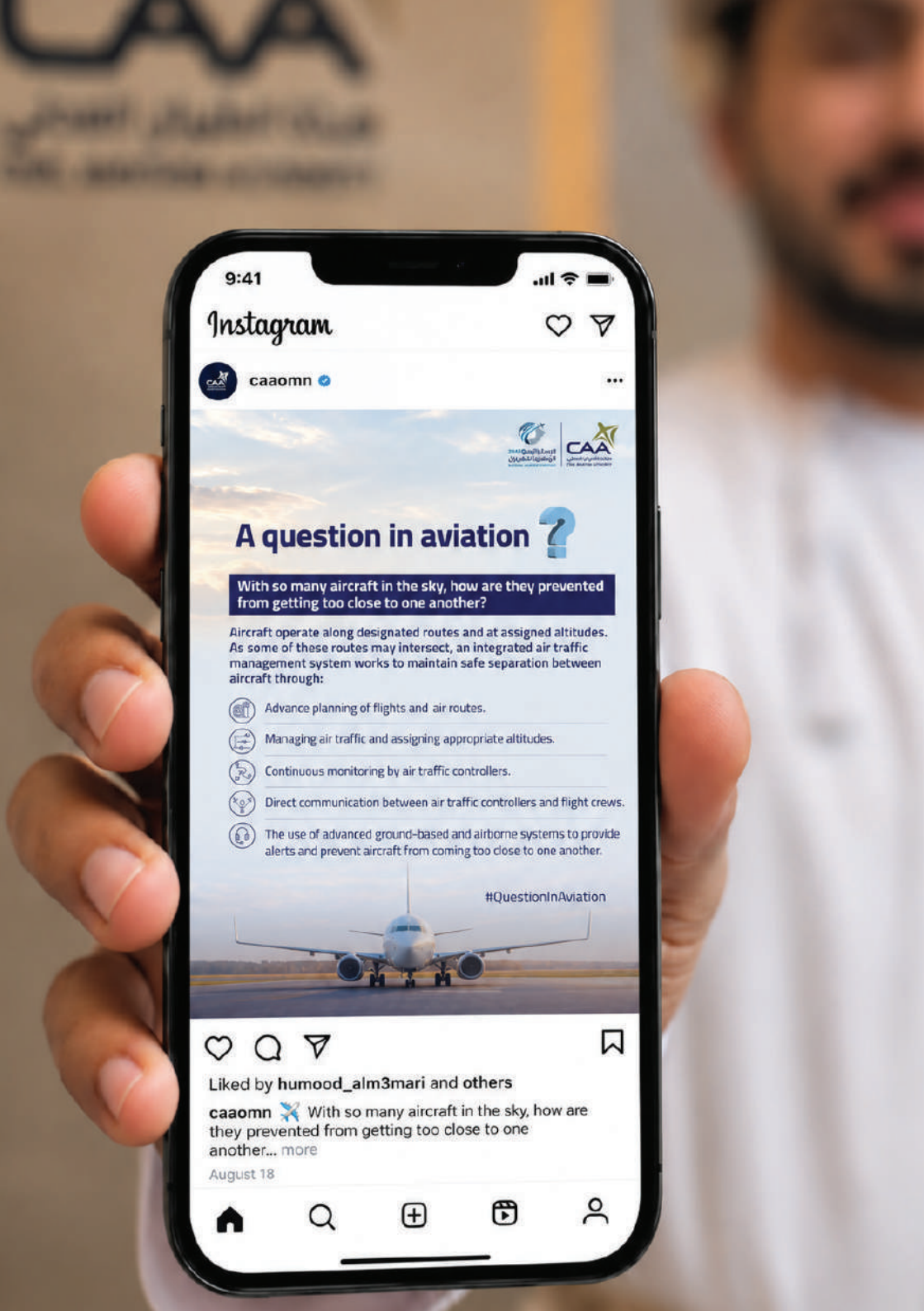
5. Aligning the messages and information used in responses and clarifications to ensure consistency in the institutional narrative.

6. Enhancing the proactive publication of reliable information and data to reduce the space available for rumors and misinformation to spread.

7. Producing awareness and educational content that corrects misconceptions and inaccurate information related to the civil aviation sector in simple and interactive formats, including the “Aviation Question” initiative.

8. Monitoring public sentiment and engagement with issues being discussed, and using monitoring findings to enhance communication responses and media content.


9:41
Instagram
caaomn
CAA
Rumor
The Civil Aviation Authority (CAA) has followed a circulating rumor regarding the maximum temperatures recorded in the Sultanate of Oman, which includes temperature readings higher than the actual recorded temperatures and officially published by the Authority.
The Authority emphasizes that the circulated information is incorrect,while it urges everyone to obtain information from the official source through the Authority's official digital media platforms (Oman Meteorology).
Civil Aviation Authority
2 June 2026
58.0°c
Rumor
CIVIL AVIATION AUTHORITY
caaomn: في ظل الارتفاع الملحوظ في درجات الحرارة
نؤكد على ضرورة استقاء المعلومات من القنوات الرسمية... more
June 2


9:41
Instagram
caaomn
A question in aviation
With so many aircraft in the sky, how are they prevented from getting too close to one another?
Aircraft operate along designated routes and at assigned altitudes. As some of these routes may intersect, an integrated air traffic management system works to maintain safe separation between aircraft through:
Advance planning of flights and air routes.
Managing air traffic and assigning appropriate altitudes.
Continuous monitoring by air traffic controllers.
Direct communication between air traffic controllers and flight crews.
The use of advanced ground-based and airborne systems to provide alerts and prevent aircraft from coming too close to one another.
#QuestionInAviation
Liked by humood_alm3mari and others
caaomn With so many aircraft in the sky, how are they prevented from getting too close to one another... more
August 18

Chapter Six:

Developing and Governing Media Messages in the Communication Activities of Government Institutions

Chapter Six

Developing and Governing Media Messages in the Communication Activities of Government Institutions

The Authority places considerable importance on developing and managing media messages in a manner that ensures various activities and content serve as extensions of its institutional objectives and directions, rather than being treated as separate publishing activities.

This approach is based on identifying key media messages derived from the Authority's mandate and strategic priorities, and then consistently incorporating them into content, campaigns, statements, interviews, and events.

Key Practices

- Identifying the key institutional messages.
- Linking messages to strategic objectives and priorities.
- Approving key messages before organizing major campaigns and events.
- Integrating messages into creative content rather than relying solely on direct communication.
- Simplifying technical and specialized information and transforming it into messages that are easy to understand and share.
- Adapting message wording to suit the audience and communication channel without compromising its core substance.
- Maintaining consistency in the institutional narrative in alignment with the Sultanate of Oman's communication policy across various communication activities.


ICAO
Hosted by
CAA
سلطنة عمان
Sultanate of Oman
ICAO SECURITY WEEK
SEC 2024
неделя
2024
Semaine de

Chapter Seven:

Government Media Agenda

Government Media Agenda

The Civil Aviation Authority manages its media agenda according to clear priorities that take into account the strategic importance of issues, the level of public interest, and their relevance to national objectives.

Priority is given to initiatives, projects, and achievements of strategic significance, while operational and routine matters are managed through approved publishing plans and channels.

The Media Agenda Focuses on:

- Aligning topics with the Authority's priorities.
- Highlighting strategic projects and initiatives.
- Linking content to the objectives of Oman Vision 2040 and relevant national priorities.
- Determining the timing and priority of publications.
- Leveraging national, regional, and international occasions relevant to the sector.
- Coordinating with relevant government entities on joint topics.
- Maintaining a balance between strategic, awareness, service-oriented, and institutional content.


ICAO

Chapter Eight:

Audience Targeting in Communication and Media Activities

Audience Targeting in Communication and Media Activities

The Civil Aviation Authority seeks to develop a deep understanding of the needs and expectations of its target audiences by analyzing their characteristics, behaviors, and patterns of engagement. This enables the Authority to develop more effective media and communication messages and tailor content to the specific characteristics and interests of each audience group.

The Authority relies on selecting the most appropriate communication channels and approaches to reach its audiences and achieve higher levels of engagement and impact based on data, indicators, and specialized studies. This contributes to establishing an audience-centered communication approach that enhances the effectiveness of institutional communication and supports communication-related decision-making amid the evolving environment and challenges facing the civil aviation sector.

Target Audience Groups:

01 Internal audience

02 External audience

03 Digital audience

04 General public

05 Specialized audiences

06 Youth

Key Features of Content Development for Target Audience Groups:

· Producing diverse and in-depth content, including visual, digital, and interactive materials, in line with audience interests and content consumption patterns

· Using motion graphics to simplify topics and information, including awareness content on meteorology and internal and external campaigns.

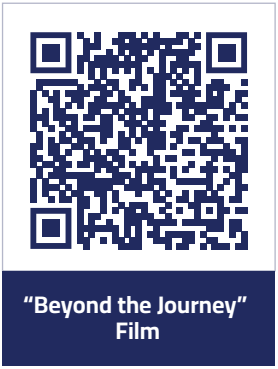
· Using human-interest content to highlight employee stories and national talent, including the "Na'alu" program.

· Developing creative scenarios to present specialized information to the public in a clearer and more engaging manner, including the "Beyond the Journey" film.

· Integrating approved institutional media messages into creative content and tailoring them precisely to the characteristics of the target audience and the nature of the communication channel used.



Na'lu" Program"



"Beyond the Journey" Film

Chapter Nine:

Managing Media Relations with Media and Communication Outlets

Managing Media Relations with Media and Communication Outlets

The Civil Aviation Authority adopts a proactive approach to managing its relationships with various media outlets and active accounts across social media platforms, based on transparency, timely response, and the provision of accurate and reliable information.

Through this approach, the Authority seeks to build sustainable and effective media relations and maintain continuous communication with media organizations, journalists, and influential accounts. This contributes to raising awareness of the Authority's roles, projects, initiatives, and services, while strengthening its media presence.

The Authority also closely monitors the media and digital landscape and assesses its trends, supporting the effective management of media relations, enhancing understanding of the interests of media outlets and the public, and contributing to the continuous development of communication and engagement approaches.

First | Building an Integrated Media Relations Network

Establishing institutional relationships with local, regional, and international media outlets.

Strengthening partnerships and continuous cooperation with media organizations.

Strengthening relations with writers and journalists through continuous communication and the provision of information and data that enable them to address civil aviation sector issues professionally and reliably.

Second | Strengthening Direct Engagement with Journalists

The Authority is committed to creating opportunities for dialogue and direct engagement with media outlets and journalists. Key practices in this area include:

- The meeting of the President of the Authority with journalists under the theme "The Role of the Media in Strengthening the Civil Aviation Sector", which provided a platform for dialogue and strengthened partnership with the national media.
- Organizing annual media meetings to present developments in the civil aviation sector and strengthen partnerships with media outlets.
- Hosting a delegation from the Ministry of Information to learn about the Authority's roles and discuss opportunities for future cooperation.
- Organizing and hosting visits by private media organizations to the Authority.
- Hosting a visit by the Oman Journalists Association and strengthening communication channels with the Association.

Third | Institutional Cooperation with Government Media Entities

The Authority strengthens its integration with government media entities to support the dissemination of its messages and coverage of its activities locally and internationally. This includes cooperation with:

- Government Communication Centre.
- Directorate General of External Media at the Ministry of Information, particularly in relation to international coverage and participation.
- Oman News Agency.
- Oman Television.
- Public radio stations.

Fourth | Building an Integrated Media Relations Network

The Authority is committed to building effective and sustainable relationships with various private media outlets, expanding the reach of its messages and strengthening coverage of civil aviation sector issues. This includes:

- Private television and visual media outlets.
- Newspapers and online news platforms.
- Private radio stations.

Fifth | Strengthening the Role of Social Media Stakeholders

The Authority works to strengthen partnerships with active stakeholders and influencers across social media platforms and leverage their ability to reach broad segments of society. This contributes to expanding the reach and impact of awareness messages.

The Authority has particularly activated this approach during exceptional weather conditions and adverse weather situations, by engaging social media stakeholders in disseminating official messages, guidance, and information to the public. This contributes to enhancing public awareness and ensuring that reliable information reaches different segments of society.

The Authority also leverages this cooperation to support community campaigns and initiatives related to its mandate, thereby strengthening the integration between institutional media and stakeholders in the digital environment.


المركز الوطني للإنذار الم
EARLY WARNING CENTER
CAA
هيئة الطيران المدني
CIVIL AVIATION AUTHORITY

Chapter Ten:

Digital Platform Management

Digital Platform Management

The Civil Aviation Authority adopts an integrated institutional approach to managing its digital platforms, based on content organization, publishing governance, channel specialization, engagement management, account security, and continuous measurement and development. This ensures consistency in the Authority's digital presence, accuracy of published information, and effective reach to different audience groups.

The platforms are managed through periodic publishing plans and a clear policy that determines the type of content and the most appropriate channel for its publication, taking into account the characteristics of each platform, its audience, and its level of reach and impact. The Authority also relies on monitoring, analysis, and performance indicators to understand the digital landscape and audience trends, evaluate content effectiveness, identify opportunities for development, and continuously improve its websites, digital platforms, and user experience.

First | Mechanisms Governing Digital Platforms

Organizing and Tailoring Content According to the Nature of Each Platform

The Authority applies a clear approach to tailoring content according to the characteristics of each platform, the nature of its audience, and the purpose of the message. This enhances content effectiveness and achieves optimal levels of reach and impact:

- **X and Facebook:** Publishing news, awareness, and informational content related to the Authority's activities, mandate, and achievements.

- **Instagram:** Focusing on visual and interactive content, including info graphics, short-form videos "Reels", and visual "Stories".

- **LinkedIn:** Highlighting professional and institutional content, representing the Authority regionally and internationally, showcasing participation in conferences, institutional achievements, workshops, and training programs.

- **YouTube:** Publishing full-length videos, media interviews, awareness materials, and audiovisual productions.

Mechanism for Changing Passwords for the Authority's Accounts

The Department applies an organized mechanism to protect official accounts and ensure their continued management in an institutional manner through:

- **Periodically updating passwords in accordance with defined procedures.**
- **Controlling user permissions and restricting access.**
- **Documenting password changes to ensure compliance and security.**

Mechanism for Responding to Comments and Direct Messages on Social Media Platforms

A professional mechanism has been established to organize the response process, with the aim of enhancing engagement, achieving user satisfaction, and ensuring consistency in the response approach. It includes:

- **Providing prompt and systematic responses to comments and direct messages.**
- **Standardizing the response approach in accordance with approved procedures for customer service.**
- **Handling enquiries, complaints, reports, and suggestions in a professional and consistent manner.**

Second | Website Development

The Authority regards its websites as key channels for providing information, services, and communication with users. Accordingly, it adopts an approach based on the continuous improvement of content, user experience, and ease of access to information, including:

- **Developing the Authority's official website.**
- **Developing the Oman Meteorology website.**
- **Conducting semi-annual workshops to monitor updates and improve the user experience.**

Third | Monitoring, Analysis, and Measurement

The Department adopts a periodic system for analyzing the digital landscape through:

- **Preparing monitoring and analysis reports on information and discussions concerning the Authority across various platforms.**
- **Conducting a comprehensive periodic study to measure platform performance, monitor audience trends and engagement levels, and identify strengths and opportunities for development.**

Second | Website Development

The CAA's Digital Audience by the end of September 2026:

The portal	CAA	Meteorology
X	339,257	957,000
Instagram	55,900	35,400
YouTube	1,690	4,770
WhatsApp	-	68,007
LinkedIn	17,000	-
Facebook	12,948	-
Total number of followers		**1,476,722**

caa.gov.om

PUBLICATION





Civil Aviation Authority
P.O. Box 1, P.C. 111
Muscat,Sultanate of Oman

SOCIAL MEDIA

SPECIALIZED SOCIAL MEDIA

Quick Links

- AIM Publications
- Sitemap
- Privacy Policy
- Disclaimer
- FAQ

How would you rate our portal?

Excellent	58%	1981 Votes
Good	9%	300 Votes
Average	34%	1164 Votes

3445 VOTES

All rights reserved, Civil Aviation Authority ©2026

Chapter Eleven:

Internal Communication within the Institution

Internal Communication within the Institution

The Civil Aviation Authority adopts an integrated internal communication system aimed at ensuring the flow of information and the timely access of employees to news, updates, and decisions related to the work environment, while strengthening their connection to the Authority's strategic directions and objectives. This system also contributes to fostering a culture of partnership and teamwork, strengthening integration across various organizational and operational divisions, supporting institutional loyalty and belonging, and positioning employees as active partners in achieving the Authority's objectives.

The Authority utilizes a diverse range of internal communication channels, programs, and activities to ensure continuous communication, diversify ways of reaching employees, and enhance their participation and engagement with institutional issues and initiatives.

First: Developing Internal Communication Channels

The Authority has sought to diversify and develop its internal communication channels in line with modern communication practices and to ensure the timely delivery of information to employees. Key channels include:

- Establishing the internal CAA Café account on Instagram as an interactive channel dedicated to employees.
- Developing communication through WhatsApp from separate groups into a unified Civil Aviation Authority community comprising all employees.
- Using corporate email as an official channel for disseminating circulars, notices, alerts, and updates.
- Using internal screens distributed across the Authority's buildings to display messages and awareness and institutional content.

Second: Fostering Institutional Culture and Enhancing Employee

The Authority uses internal communication to strengthen its institutional culture, foster interaction and closer connections among employees, and showcase their abilities and talents through a number of programs and initiatives, most notably:

- "**Tawasulna**" Program
- "**One Goal**" Program
- "**Our Talents**" Program
- Organizing cultural and interactive competitions through the internal account, including:
  - **Ramadan Riddles.**
  - **"Amthal Al-Tayyibeen" (Proverbs of Our Elders).**
  - **Best Artwork Competition.**

Third: Organizing Internal Events and Activities

The Authority, in cooperation with relevant committees and entities, organizes internal events that promote direct communication among employees and contribute to creating an interactive work environment. Key activities include:

- Ramadan tournaments.
- Annual Ramadan Iftar.
- Recreational centre activities.
- Tennis and PlayStation tournaments.
- Religious and awareness lectures.
- Open Day.

Fourth: Joint Internal Campaigns and Initiatives

Internal communication channels play a supporting role in institutional programs and projects by preparing employees, raising awareness, aligning internal messages, and enhancing participation in initiatives and organizational and developmental changes. Key campaigns and programs supported through internal communication include:

- ICAO ICVM Mission
- "You Matter" Initiative.
- Security awareness campaigns.
- Introduction to Oman Vision 2040.
- Aviation Security Audit Program (USAP-CMA).
- "Your Safety Matters to Us" Campaign.
- Legal awareness programs.
- "Open Offices" Campaign
- Digital Transformation Program.
- Human Resources Planning Project.
- "Rasid" Platform
- "Tahleeq" Program
- "Ijada" System.
- "Think Outside the Box" Campaign
- "Our Media" Campaign
- "Five Years of Ambition and Achievement" Campaign



A glimpse of the Ramadan tournament for the civil aviation sector

Chapter Twelve:

Preparing the Public for Government Decisions

Preparing the Public for Government Decisions

The Civil Aviation Authority adopts a structured communication approach to preparing the public for decisions and policies related to its mandate that directly or indirectly affect individuals or institutions. This contributes to enhancing understanding of the decision, clarifying its implications, reducing uncertainty, and raising awareness of its implementation requirements and impacts.

Media preparedness is based on advance planning for communication accompanying the decision, understanding the affected groups, anticipating potential reactions and questions, and preparing to address them professionally and at the appropriate time. The expected level of engagement with decisions is also assessed and classified into three levels (high, medium, and low), helping determine the level of communication effort, channels, and tools appropriate for each case.

In this regard, coordination takes place among all relevant internal divisions and stakeholders, ensuring the accuracy of information, consistency of messages, and media preparedness prior to announcing decisions and policies related to the Authority's mandate.

First: Before the Decision Is Issued

This stage focuses on advance preparation and readiness and includes:

- Identifying the groups affected by the decision and analyzing their information needs.
- Anticipating the expected level of engagement and classifying it according to impact levels.
- Identifying potential questions and reactions and preparing to address them.
- Preparing the necessary media messages, questions and answers, and explanatory materials.
- Determining the appropriate channels and timing for communicating with the public.
- Coordinating with the relevant divisions to verify information and align messages.
- · Utilizing public consultations and participation in decision-making for matters that require seeking beneficiaries' views before their adoption or development.

Examples of public consultations conducted by the Authority include:

- Passenger Rights Protection Regulations.
- Services provided at Muscat International Airport and Salalah Airport.
- Digital platforms for managing and registering air traffic for unmanned aircraft "drones".
- Oman Meteorology website and mobile application.
- The Authority's official website.

Second: When the Decision Is Issued

This stage aims to ensure that the decision is communicated clearly and systematically and includes:

- Publishing information through the Authority's official channels.
- Simplifying the decision and explaining its objectives and implications.
- Clarifying the groups covered scope of application, timing, and related procedures.
- Using appropriate informational and awareness materials to facilitate understanding of the decision.
- Ensuring consistency of information and messages published across different channels.

Third: After the Decision Is Issued

The communication process continues after the announcement to ensure clarity of the decision and address any resulting enquiries through:

- Monitoring public reactions and engagement trends.
- Monitoring enquiries and comments related to the decision.
- Providing clarifications and additional information when required.
- Coordinating with the relevant divisions to address emerging issues.
- Assessing the level of public understanding and response and using the findings to improve subsequent communication practices.

Chapter Thirteen:

Communication with Audiences Abroad the Sultanate of Oman

Communication with Audiences Abroad the Sultanate of Oman

The Civil Aviation Authority works to strengthen the presence of the Sultanate of Oman and the civil aviation sector regionally and internationally through planning and implementing communication and media activities targeting external audiences and relevant stakeholders.

The Authority's efforts in this area focus on identifying target groups and understanding their interests and orientations, and developing media messages aligned with the Authority's priorities and strategic objectives. This contributes to reinforcing a positive institutional image, strengthening confidence in the civil aviation sector, and highlighting its achievements, initiatives, and international standing.

The Authority seeks to integrate its external communication efforts through:

- Selecting the most influential and sustainable media channels, and developing content that can be circulated and republished across various channels.
- Coordinating with the Directorate General of External Media at the Ministry of Information to enhance the integration of media messages directed at international audiences.
- Utilizing local and international media outlets to ensure that messages reach target groups efficiently and effectively.
- Planning the timing of media activities and messages in a manner that takes into account publication timing and the integration of communication efforts accompanying international participation and hosting.
- Producing and publishing content in multiple languages according to the nature of the target audience and the scope of participation.
- Highlighting the achievements, performance indicators, and initiatives of Oman's civil aviation sector at regional and international forums.


نسبة الامتثال لمتطلبات التسهيلات
Compliance with aviation facilitation requirements
100%
2024
اللقاء الإعلامي 2025
لهيئة الطيران المدني
The Civil Aviation Authority Media Briefing 2025
نرتقي هام السماء
رحلة إنجاز
رؤية نروى
إنجاز
بثقة

Regional and International Hosting and Participation

The Authority places particular emphasis on communication and media activities accompanying regional and international hosting and participation, considering them opportunities to strengthen the presence of the Sultanate of Oman and highlight its standing within the international civil aviation system. This includes advance media planning, preparing messages, content, and media materials, coordinating with relevant entities and media outlets, and managing media coverage to ensure that the event is effectively leveraged before, during, and after its occurrence.

Key regional and international events, participations, hosting activities include:

The 3rd Meeting of the Middle East Aviation Security and Facilitation Group, 16–18 January 2023.

Civil Aviation Legal Advisers Forum, 21–23 February 2023.

The 20th Meeting of the Middle East Air Navigation Planning and Implementation Regional Group (MIDANPIRG-20) and the 10th Meeting of the Middle East Regional Aviation Safety Group (RASG-MID/10), 14–17 May 2023.

Forum on Supporting Innovation in the Use of Sustainable and Low-Carbon Aviation Fuels and Clean Energy in the Civil Aviation Sector, 10–11 October 2023.

The 15th Meeting of the Permanent Committee for Meteorology and Climate at the Gulf Cooperation Council, 24–25 October 2023.

International Civil Aviation Day celebrations, and the launch of the Authority's enhanced website and the commemorative postage stamp marking the 50th anniversary of the Sultanate of Oman's accession to the International Civil Aviation Organization (ICAO), 7 December 2023.

Press conference on the Sultanate of Oman's result in the International Civil Aviation Organization's Universal Safety Oversight Audit Program, 13 June 2024.

The 20th Meeting of the Board of Directors of the Middle East Regional Air Traffic Monitoring Agency, 10–11 November 2024.

ICAO Aviation Security Week 2024 and the High-Level Ministerial Meeting, 9–12 December 2024.

The 11th Meeting of the Virtual Laboratory Coordination Group for Centres of Excellence for Satellite Applications (VLMG-11), 16 January 2025.

The 42nd Session of the Assembly of the International Civil Aviation Organization in Montreal, September–October 2025.


SECRETARY GENERAL
PRESIDENT of the ASSEMBLY

Chapter Fourteen

Community and Youth Engagement

Community and Youth Engagement

The Civil Aviation Authority adopts an approach based on communication, interaction, and community engagement in matters related to its mandate, through a system of digital channels and tools, awareness initiatives, and programs that enhance access to information, provide opportunities to listen to beneficiaries' views and feedback, and contribute to developing services and practices in line with public needs.

The Authority also places particular emphasis on youth through initiatives, events, and programs that contribute to developing their knowledge and skills, introducing them to the civil aviation sector, its specializations and developments, and employing communication approaches that align with their interests and patterns of engagement with content.

First: Community Participation and Engagement

The Authority works to strengthen two-way communication with the community and provide diverse channels that enable beneficiaries to access information and share their views and feedback through:

- Sharing information and data of public interest.
- Receiving suggestions, feedback, enquiries, and complaints through approved channels.
- Conducting opinion surveys and measuring beneficiaries' views on a number of services and platforms.
- Utilizing public feedback and participation results to develop services, content, and the beneficiary experience.
- Publishing informational and awareness content covering various areas of civil aviation through the Authority's digital platforms.
- The Authority implements a periodic e-participation plan that includes specific targets for each quarter and covers:

The Authority implements a periodic e-participation plan that includes specific targets for each quarter and covers:

- Participation in decision-making.
- Public consultations.
- Information sharing.
- Engagement with complaints and feedback received through social media platforms.

Key examples of public consultations conducted by the Authority include:

- Passenger Rights Protection Regulations.
- Services provided at Muscat International Airport and Salalah Airport.
- Digital platforms for managing and registering air traffic for unmanned aircraft
- "drones".
- Oman Meteorology website and mobile application.



Second: Enhancing Access to Digital Services and Platforms

The Authority has supported community engagement by expanding channels for accessing information and digital services, in line with the targets of Oman Vision 2040 in the field of digital transformation. Key practices in this area include:

- Launching the Authority's official website, the dedicated Oman Meteorology website, and its accompanying mobile application.
- Continuously improving the user experience to facilitate access to information and electronic services for different segments of society.
- Enhancing the clarity and accessibility of digital content to support the beneficiary experience and engagement with digital platforms.

In the area of awareness of digital services, the Communication and Media Department develops marketing and communication plans to introduce the Authority's services and electronic platforms, and identify appropriate methods and channels to promote them among institutions and the community, thereby raising awareness of these services and enhancing their use and engagement.

Examples of services and platforms promoted include:

- Oman Meteorology WhatsApp Channel.
- Digital platform for registering unmanned aircraft "drones".
- Civil Aviation Authority Open Data.
- National Platform for Suggestions, Complaints, and Reports "Tajawob".
- Oman Meteorology website and mobile application.

Third: Community Awareness Campaigns and Programs

The Authority organizes awareness campaigns, workshops, lectures, and programs, in cooperation with relevant entities, aimed at raising community awareness of matters related to the civil aviation sector, safety, and services provided to the public. Key initiatives include:

- National Awareness Campaign on the Risks of Weather Hazards and Tsunamis.
- Cyber security Awareness Program for the Civil Aviation Sector
- Passenger Rights Protection Campaign.
- Awareness campaigns on the safe and responsible use of unmanned aircraft "drones".
- Publishing informational and awareness materials related to the civil aviation system.
- Publishing monthly air traffic statistics.
- Designing and producing visual and awareness materials and videos targeting the community.

Fourth: Youth Participation and Engagement

The Civil Aviation Authority places emphasis on engaging youth in the civil aviation sector by providing opportunities to listen to their ideas and suggestions, enhancing their knowledge of the sector and its mandate, and implementing programs that contribute to developing their skills and enabling them to explore future opportunities and specializations related to the sector.

The Authority's practices in this area combine participation, awareness, and empowerment, including:

- Engaging and listening to youth: Conducting a Youth Lab that provided young people with a platform to present their ideas and suggestions, discuss their aspirations, and benefit from their perspectives on matters and initiatives related to the civil aviation sector.
- Enhancing knowledge of the sector: Organizing field visits for young people to a number of Authority facilities and centers, enabling them to gain first-hand knowledge of the nature of work and the technical and operational roles and specializations within the civil aviation sector.
- Introducing specializations and career opportunities: Highlighting specialized and niche professions in the civil aviation sector and presenting the nature and roles of these professions to young people in a human-centered and simplified manner through the "Na'alu" Program, which showcases national competencies working in a number of specialized fields in the sector. This contributes to broadening young people's understanding of career paths and future opportunities in civil aviation.
- Training and empowerment: Launching summer training programs targeting young people and students, combining knowledge with practical application and contributing to the development of their skills in areas related to the sector.
- Developing youth-oriented content: Taking into account the characteristics of this group and its patterns of content consumption by utilizing short videos, motion graphics, and interactive and creative content, thereby helping simplify specialized information and present it in a more engaging and accessible manner for young people.

Fifth: Expanding the Reach of Community Messages

The Authority takes into account the diversity of community groups and their communication needs when implementing its campaigns and activities, and works to adapt messages and their means of delivery according to the nature of the audience, the importance of the information, and the communication context.

One of the practices in this area is the use of three languages during exceptional weather situations: Arabic, English, and Urdu, which contributes to expanding the reach of alerts and important information to different segments of society and enhancing the effectiveness of awareness messages in situations requiring broad and rapid dissemination.





Chapter Fifteen:

Content Accessibility for Persons with Disabilities

Content Accessibility for Persons with Disabilities

The Civil Aviation Authority adopts the principle of inclusion and accessibility in communication, recognizing the importance of making information and content available to all segments of society, including persons with disabilities, and enabling them to access and interact with digital content and services.

The Authority's focus extends beyond the technical accessibility of content to developing a media and digital experience that takes into account the different needs of users and the ways in which they access information.

- **First: Digital Accessibility**
  The Authority is committed to applying digital accessibility requirements across its website and electronic platforms, thereby facilitating access for persons with disabilities to information, content, and services.

  Interface elements and content are reviewed periodically as part of efforts to improve the user experience and enhance accessibility.

- **Second: Descriptions of Images and Visual Elements**
  The Authority is committed to providing text descriptions for images and visual elements published across its digital platforms, enabling users of screen-reading technologies to understand the content and information conveyed through images.

- **Third: Sign Language**
  The Authority is committed to using sign language in media activities and events targeting the public, thereby enhancing access to information and media messages for persons with hearing disabilities and enabling them to follow and engage with the content.

  An example of this practice is the media briefings organized by the Authority, where a sign language interpreter is provided to convey the information and content presented during these briefings.

  This reflects the Authority's commitment to integrating accessibility requirements across its various points of contact with the public, rather than limiting them to digital platforms and environments.


اللقاء الإعلامي
لهيئة الطيران المدني 2020
THE CAA MEDIA BRIEFING
2040

Chapter Sixteen:

Content Accessibility for Non-Arabic Speakers in the Sultanate of Oman

Content Accessibility for Non-Arabic Speakers in the Sultanate of Oman

The Civil Aviation Authority takes into account the linguistic diversity of audiences within the Sultanate of Oman and is committed to making information and content available in English and other languages when needed, particularly for matters related to safety, alerts and guidance, regulations, and information requiring the message to reach different groups quickly and clearly.

The Authority works to adapt the language used according to the nature of the audience, the subject matter, and the importance of the information, while ensuring the accuracy of translated content and consistency of information and messages across different language versions. This helps maintain the reliability of information and ensures that it is presented in accordance with the approved frameworks and policies governing media publication.

Key practices in this area include:

- Publishing content in English alongside Arabic on a permanent basis.
- Using six international languages at international conferences, according to the diversity of participants and audiences.
- Using Arabic and English as the primary languages at regional and international events.
- Using the languages of communities residing in the Sultanate of Oman, such as Urdu, Filipino, and others, when needed, particularly during exceptional weather situations, thereby expanding the reach of alerts and guidance to target groups.
- Ensuring the consistency and accuracy of information when translating content into more than one language, thereby maintaining the unity and reliability of the media message.



نموذج للتواصل مع الجمهور وتقديم المعلومات بعدة لغات، بما يعزز وضوح الرسائل وسهولة فهمها والوصول إليها من قبل مختلف شرائح المجتمع

للاطلاع على لائحة حـــــماية حقـــوق المســـــــافرين

امسح رمز الاستجابة السريع

اللغة العربية | ENGLISH | أوردو

Conclusion:

Building on the advanced communication and media practices documented in this publication, and the progress achieved in the areas of governance, identity development, content creation, and platform management, these efforts have contributed to establishing an integrated institutional media system that enhances message consistency, improves communication efficiency, and supports the creation of meaningful impact.

The Authority continues to consolidate, sustain, and develop these practices in ways that strengthen its standing and presence at both the national and international levels, and reinforce the role of institutional communication as a strategic partner in supporting the future of the civil aviation sector and achieving its ambitious objectives.



نـرتـقـي هـــام السمـــاء

Elevate Beyond the Sky