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This document contains the policies and procedures governing the use of communications within the Shawnigan Residents Association (SRA).

PURPOSE

SRA strives to provide accurate and timely information, communicated in a professional manner.

SCOPE

This policy provides guidelines for all internal and external communication using various mediums including:

- Printed materials such as newsletters, articles, and brochures.
- Electronic materials such as email, postings to web sites or social media sites.
- Media relations such as requests for interviews, news releases, and media inquiries.
- Telephonic communications

SRA also recognizes that board and committee members may sometimes comment on community matters outside of their official role as a Board or Committee member. Therefore, this policy also provides guidelines for board and committee members when communicating as a private individual.

GENERAL GUIDELINES

SRA strives to communicate in an accurate and timely manner, with a professional attitude.

1. All communications will be respectful in nature
2. All communications will fall in line with the SRA vision and mission
3. All external communications will work towards the overall branding of SRA and direction set by the Board
4. The privacy of SRA board and committee members is paramount
5. All communications will fall within the law, and not contain any explicit, hateful, or libelous content
6. SRA will never demonstrate bias towards any political party or belief system

1.1 HANDLING GENERAL REQUESTS

All board members are responsible for communicating basic and routine information to the public in relation to their specific job duties. Requests for private data or information outside of the scope of an individual's duties should be routed to the Communication Director.

1.2 HANDLING MEDIA REQUESTS

With the exception of routine events and basic information that is readily available to the public, all requests for interviews or information from the media are to be routed through the Communications Director who will consult with the President or their designated representative. Media requests include anything intended to be published or viewable to others in some form such as television, radio, newspapers, newsletters, and web sites and online formats.

When responding to media requests, SRA should follow these steps

1. 1.2.1 If the request is for routine or public information (such as a meeting time or agenda) provide the information and notify the relevant parties of the request.
2. 1.2.2 If the request is regarding information about SRA members, controversial issues, an opinion on a community matter, or if there is uncertainty around a "routine" question, forward the request to the Communication Director or their designated authority who will consult with the President. An appropriate response would be, "I'm sorry, I don't have the full information regarding that

issue. Let me take some basic information and submit your request to the appropriate person who will get back to you as soon as he/she can.

3. 1.2.3 In all instances above, ask the media representative's name, questions, deadline, and contact information.

1.3 COMMUNICATING ON BEHALF OF SRA

The Board and Committee members are authorized to communicate on behalf of SRA to the public and SRA membership where they have the requisite information to do so.

1.3.1 Representatives must identify themselves as representing SRA. If operating officially, email addresses and account names on social media sites must clearly be connected to SRA and approved by Communications Director or their designated authority

1.3.2 All information must be respectful, professional and truthful. Corrections must be issued when needed.

1.3.3 Personal opinions generally don't belong in SRA communications. One exception is communication related to promoting an event or project. For example, if a board member posted on the Facebook page, "My friend came to one of SRA's tax workshops and today!" Directors who have been approved to use social media sites on behalf of SRA should seek assistance from the Communications Director in this regard

1.3.4 Committee members are subject to the same guidelines as board directors when representing SRA, and should bear in mind that even when not explicitly stated they will be perceived as SRA reps. If a conflict of interest is foreseen regarding their personal work and SRA matters this should be communicated to the Communications Director so that it can be resolved.

1.4 ADDITIONAL GUIDELINES FOR PERSONAL COMMUNICATIONS

It is important for board and committee members to remember that the personal communications of directors and committee's may reflect on SRA, especially if they are commenting on SRA or industry business. The following guidelines apply to personal communications including various forms such as social media (Facebook, Twitter, blogs, YouTube, etc), letters to the editor of newspapers, and personal endorsements:

1.4.1 Remember that what you write is public, and will be so for a long time. It may also be spread to large audiences. Use common sense when using email or social media sites. It is a good idea to refrain from sending or posting information that you would not want your colleagues to read, or that you would be embarrassed to see in the newspaper.

1.4.2 SRA expects its board directors and committee members to be truthful, courteous and respectful towards colleagues, members, public and other persons associated with SRA. Do not engage in name-calling or personal attacks.

1.4.3 If you publish something related to SRA, identify yourself and use a disclaimer such as, "I am a director/committee member of the SRA. However, these are my own opinions and do not represent those of SRA." 1.4.4 SRA resources, working time, or official titles cannot be used for personal profit or business interests, or to participate in personal political activity. For example, a board director or committee member could not use SRA's logo, email, or working time to promote his/her side business or interest.

1.4.5 Personal social media account names or email names should not be tied to SRA

1.5 PRIVACY

The personal contact details of SRA board directors and committee members will never be given out without their express permission. Even if these details have been given willingly, SRA board directors and committee are under no obligation to respond to communication outside of their designated board time.

2 ELECTRONIC COMMUNICATIONS

As the majority of SRA's members operate in the online environment, the majority of SRA's communications will be in this medium.

2.1 GENERAL GUIDELINES FOR ELECTRONIC COMMUNICATION

2.1.1 While maintaining a respectful tone, there is room for electronic communications to have a slightly lighter tone. This should be gauged by the Communications Director or President or their designated authority.

2.1.2 Content going out across different electronic mediums should be differentiated to avoid duplication of material. The context of reception should be considered and accommodated in the creation of content.

2.1.3 All emails should have clear subject lines for swift and easy consumption

2.2 EMAIL COMMUNICATIONS TO MEMBERS

The newsletter is a communications tool, and is distributed every month by the Communication Director after being signed off on by the President. A clear deadline for submission of material will be set by the designated authority and no late submissions will be accepted. The newsletter will include:

- SRA news and information
- Upcoming Events
- Opportunities for members (workshops/auditions/festivals/job opportunities)
- Advertisements
- The SRA logo and logos of all relevant sponsors/funders/partners

In addition to the monthly newsletter, newsflashes may be sent out twice weekly on an as needed basis. These will include urgent information, which cannot wait for the newsletter, as well as ongoing SRA information. The deadlines and distribution days for these will be set by the Communication Director's, and will be clearly communicated to all the board directors, appropriate committee members and to membership.

Local or more targeted communications (eg to writers only, or participants in particular workshops) can be sent more frequently, but this should be negotiated with the Communication Director so as to avoid overloading members with mail communications.

Email signatures of SRA staff should include SRA's logo and contact information, and be updated frequently to include a single line to reflect current SRA projects and events

All emails from members or public will be acknowledged within 2 working days, and replied to in full within 5 working days unless they require deeper investigation

It should always be possible for members to opt out of receiving information, other than direct personal emails, and these requests and settings should be noted and adhered to

2.3 INTERNAL EMAIL COMMUNICATIONS

2.3.1

2.3.2 2.3.3

Unless a project or issue has more pressing deadlines, the same deadline of a response within two working days and a full solution within five working days applies to internal email communications

It is important to copy all relevant parties on emails so that no information is lost. Specifically, if a mail is sent to a group of people, replies should reply all unless otherwise specified

2.4 SOCIAL MEDIA

It is important to note that social media is a process of building a communicative and networked membership base, and not a one way communication channel.

2.4.1 Facebook

1. 2.4.1.1 SRA shall have a designated representative who holds overall responsibility for the SRA Facebook account. This person should be aware of everything happening within SRA.
2. 2.4.1.2 Facebook should be updated a minimum of 5 times a week, and a maximum of 4 times a day
3. 2.4.1.3 Facebook should be checked for responses on a daily basis, and any and all questions asked should be answered on Facebook itself, so that the replies are as visible as the questions
4. 2.4.1.4 Criticism and negative comments should be responded to publically and not deleted
5. 2.4.1.5 Events should be created and monitored with discretion, as the creation of excessive events is one of the most common causes of Facebook fans leaving a site

2.4.2 Twitter

1. 2.4.2.1 SRA shall have a designated representative who holds overall responsibility for the SRA Twitter account. This person should be aware of everything happening within SRA, and have contact information for any staff and project managers.

2. 2.4.2.2 Twitter should be updated a minimum of 4 times a week and a maximum of 3 times daily
3. 2.4.2.3 @ replies and DMs should be responded to on a daily basis
4. 2.4.2.4 An active effort should be made to follow all SRA members and those relevant to the SRA's vision, mission and strategic plan

2.4.3 Other Social Media Channels

2.4.3.1 Should SRA begin to interact via any other social media channels, guidelines along the same principle as those above should be drawn up by the Communication Director.

2.5 WEBSITE

The website is SRA's primary marketing channel, and should be as user friendly and up to date as possible

1. 2.5.1 One person should be designated by the Communication Director as the person who holds overall responsibility for content
2. 2.5.2 Contact details and project information should be as up to date as possible
3. 2.5.3 All content should be reviewed at a minimum on an annual basis
4. 2.5.4 All projects and events must submit marketing material including text and photos where possible for the website
5. 2.5.5 All sponsor/funder logos must be clearly displayed on the website
6. 2.5.6 The home page should be updated at least once a week

3 MARKETING AND PUBLICITY

SRA should always be seeking ways to promote the organization, and the community as a whole

3.1 All Marketing and publicity material should be approved by the Communication Director and when necessary with the consultation of the President and or the board

3.2 Generic marketing materials should be reviewed and updated a minimum of every two years

3.3 Project specific marketing and publicity material should be in line with SRA's overall brand image, and be approved by the Communication Director

3.5 SRA should make an effort to issue public press releases every month, either project related or regarding SRA general information

3.6 SRA's President, board and Communications Director should be aware of any and all marketing and communications going out to media so as to avoid conflicts or overloading of information

3.7 Unless a particular person is deemed to have a better relationship with the media, all press releases should go out from the Communications Director

3.8 All marketing and publicity material should include SRA's logo and url