



Association for Information Science and Technology

## **Communication Policies**

### **Introduction**

The below policies have been established with the understanding that no communications department can function with efficiency, creativity, effectiveness and a level of organizational respect without a solid foundation of support from the entire organization. An unobstructed flow of communication between departments, personnel, volunteers and board to the communications department provides the organization with a clear, consistent voice.

The goal of these policies is to:

- Promote ASIS&T's mission, goals and values
- Support the creation of internal and external communication tools
- Expand public awareness
- Develop positive public perceptions
- Drive marketing initiatives

### **Policies**

1. All major communications involving the membership will be reviewed and edited by the Communications Officer (CO) to ensure a consistent message, visual identity and style.
2. Organizational Master Calendar – in order ensure members are not inundated with too many messages from ASIS&T, a master calendar tracks all communications to members. This includes blast emails, listservs, and social media outlets.
  - a. To this end, a “weekly roundup” will be sent out to members providing information on organizational activities and announcements. Committees, Chapters, SIGs, staff and members are encouraged to forward items for inclusion to the CO.
  - b. There may occasions where it is necessary to send something out to the membership separately. The CO will determine such situations and will consult with the Board when necessary.

3. The entire ASIS&T community is encouraged to recommend stories and photos for promotional purposes. Whether a recommended idea is used depends on various factors including priorities, newsworthiness, timeliness and availability of resources. All submissions become the property of ASIS&T.
4. Web Content – the CO reviews and edits web pages to ensure a consistent style and messaging. They will also compose text for new pages as required.
5. Media Relations – media relations serve as a portal through which accurate and consistent information is disseminated about the organization. The CO will produce press releases (PR) and distributes them via a media list. The list will be continually added to as new media relations are established. Depending on the topic of the PR, not all outlets may be utilized.
6. Publications – the CO will work with the editors of ASIS&T publications to provide member news, current activities, potential article ideas, as well as write articles as the situation arises.
7. Social Media – please see Social Media Policy

### **Emergency Communication Procedures**

When an event/situation arises where it is necessary for ASIS&T to make a public statement, the following process will be utilized:

1. The CO will draft a statement and forward it to the Board President.
2. The Board President will review and forward the edited document to the Board with a specified turnaround date.
3. The Board will provide feedback/revisions to the CO, cc'ing the rest of the Board members to ensure everyone is aware of any proposed changes.
4. The CO will finalize the statement and forward to the Board for one final review, with a specified turnaround date.
5. The CO will post the statement on the ASIS&T website, social media and listserv. When applicable they will also post on additional industry listservs.

## **Response Plan for Negative Publicity Via Social Media**

Due to the fast-paced nature of social media (generally 1 hour can be too long for twitter), when and if negative publicity via social media or other media outlets occurs, the following process will be utilized:

1. Anyone who sees or hears about a negative statement should contact the CO immediately.
2. The CO investigates and discusses the situation with the Board President to determine response.
3. CO generates response and posts on originating social media platform. CO will post on additional platforms as necessary.
4. Board President informs the Board of the incident and how it was dealt with.
5. CO will post additional messages depending on situation (e.g. if there continues to be negative postings).

These guidelines will be assessed and revised on a periodic basis to stay abreast of industry changes or if new situations arise that need to be addressed.