

## **EASTMORELAND NEIGHBORHOOD ASSOCIATION**

### **Communications Policy -- FINAL**

**April 19, 2018**

**OVERVIEW:** This policy is intended to support effective, responsive, and accountable communication by the Eastmoreland Neighborhood Association in accordance with its adopted bylaws and articles of incorporation.

#### **POLICY:**

- The ENA is the sole proprietor of its communications tools which are intended to communicate with its membership. Any other use, personal or commercial, without explicit permission from the Board of Directors is explicitly prohibited.
- Communications tools created and/or maintained on behalf of the ENA by volunteer effort will be implicitly and explicitly understood as belonging to the ENA going forward.
- ENA communications tools include but are not limited to: the association website and its contents; the association mailing list including donor list; the association newsletter; the member email lists; internet domain name; domain name associated email accounts; Facebook account; and administrative tools associated with these tools.
- The ENA member contact list shall not be provided to any third party except as required by a court order or in accordance with Oregon public records laws.
- ENA Communications shall not be used to promote for-profit business, except to recognize those businesses which contribute money and/or in-kind resources to support the ENA, and/or ENA events and activities.

#### **ACCESS:**

- Editorial login access to all communications tools shall be limited to the Officers of the Board, and the Communications Chair(s).
- Editorial login access is defined as having a username/password that allows a user to add or edit online content and does not include access to administrative privileges as defined by each communication tool, generally including, but not limited to, the ability to grant/revoke access for other users, and the ability to change passwords and configuration settings.
- Editorial login access may be granted to other board members and/or committee chairs as approved by the Officers of the Board and/or Communications Chair(s). Any third party who requires access must be approved by the Board.
- Administrative privileges for all ENA communications accounts shall be restricted to the Communications Chair(s) and at least one member of the Officers of the Board. At all times there should never be less than two individual board members who have administrative privileges for all ENA communications accounts.
- The chairpersonship for the Communications Committee must be held by a seated board member. The chair(s) will be responsible for maintaining an updated list of who has been granted access to ENA communications tools and will update the list as needed. They will additionally serve as an assistant to the Secretary to ensure the timely distribution of communication materials.

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#### **PROTOCOL:**

1. The official spokespersons for the Board are the Board President and any board member delegated by the Board or by the Officers of the Board to speak on a particular issue/subject area.
2. The Board President and/or any designated board member who represents the ENA in any communications with the public and/or media will ensure all communications from the ENA represent actions/policy directions or advocacy positions taken by the board and documented by the board minutes.
3. Board Members are free to exercise their first amendment free speech rights and speak on issues as individuals. When doing so, they will make it clear that they do not speak for the ENA at that time.
4. When the board assigns a board member to handle written communications for a specific issue, that individual will submit draft letters/press releases/memos to the Officers of the Board and Communications Committee chair(s) for approval prior to issue. Should time constraints make this unfeasible the Board President/Vice President may authorize distribution, but in any case, should seek authorization from at least one other on this list.

#### **OVERSIGHT:**

1. **Acknowledgment:** Every member of the Board will receive, read, and acknowledge that they understand and will abide by this Communication Policy.
2. **Periodic Review:** This policy should be reviewed by the Board for relevance and content, and amended as necessary — at least every two years.
3. **Accountability:** A violation of this Communications Policy will result in a warning and review of the rules with the individual. Second violation will be brought to the attention of the Board for review and such sanction as may be required.

#### **APPROVED ON:**