

## **MPP – 001 Muskoka Pride Communication Policy**

Muskoka Pride believes that accurate, effective and responsive communication by the appropriate person is a necessary part of a healthy organization. As outlined in the **Muskoka Pride By-Laws**, the Chair shall act as sole spokesperson for the organization and will issue all public or media statements by Press Release or verbally. The Chair may delegate another member of the Executive or Board to communicate with the members at large or public as may be efficient and in keeping with their duties.

All communication shall be ...

1. inclusive of the community or its target audience.
2. fact and/or evidenced based.
3. made by the appropriate/designated person to convey the information.
4. made in the most courteous, respectful and sensitive manner and in accordance with the **MPP – 002 Muskoka Pride Code Of Conduct Policy**.

Communications including confidential information must be handled with a greater care. The person communicating this type of information must make sure it is going only to the person(s) it is intended for and they have the right to receive it.

## **ST-001 Muskoka Pride Communications Standard**

### **Social Media**

Board members and volunteers may not post images or text in email or on the internet of a defamatory and damaging nature to Muskoka Pride's reputation or that of its volunteers, members, participants, or sponsors.

Board members and volunteers found to be in violation of policy **MPP – 001 Muskoka Pride Communications Policy**, or have found to be in violation of the **Muskoka Pride Confidentiality Agreement**, will be subject to a review of their board/volunteer status and possible dismissal.

The social media accounts (Facebook, Twitter, Flickr, YouTube, etc.) are part of a conversation. Because of the sensitive nature of our content, guidelines are in place on what is appropriate interaction with Muskoka Pride online accounts.

Content to our accounts must be accurate, timely, and relevant. Feedback must be respectful, courteous and of a constructive nature.

Anyone posting to our accounts is obligated to ensure they have the right and appropriate permission to do so. You must have permission of a parent or guardian to post pictures of children.

Moderators have the right and an obligation to remove any inappropriate posts. If contact information is available, they will notify the author to let them know their comments have been removed. Repeat offenders may be banned from further posts or communications.

### **External Communication**

- All inquiries are to be referred to the Chair for comment.
- The Chair may delegate responsibility to other Board members (such as Marketing & Promotions).
- All outgoing email communications by the Chair or designate should be sent using an approved email account either **muskokapride@gmail.com** or ending in **@muskokapride.com**
- Excluding social media and/or updates on Board approved events and topics, all outgoing communication will be vetted by at least two Board Members before being sent out.
- It is expected that all communication inquiries receive a response within 48 hours. (Even if that response is simply an acknowledgment of the inquiry/communication)

## **Internal Communication**

- When seeking feedback from other board members via email, the subject line shall include "**INPUT:**" and be followed by the topic for discussion
- All internal board communications shall be in accordance with the **MPP-002 Muskoka Pride Code of Conduct Policy**.

## **Personal Communications**

- A Board Member communicating in person with an Officer, Director, other Board Member, volunteer, member or anyone having business with Muskoka Pride, the **MPP – 002 Muskoka Pride Code of Conduct Policy** shall apply.