

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 President shall act as sole spokesperson for the organization and will issue all public or media statements by Press Release or verbally. The President 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 evidence based.
- ~~3.~~ made by the appropriate/designated person.
4. made in the most courteous, respectful and sensitive manner and in accordance with the **MPP – 002 Muskoka Pride Code Of Conduct Policy**.

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, Instagram, 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.

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.

Content from Muskoka Pride must be accurate, timely, and relevant. Feedback must be respectful, courteous and of a constructive nature.

Permission of a parent or guardian is required to post pictures of children.

External Communication

- All inquiries are to be referred to the President for comment.
- The President may delegate responsibility to other Board members.
- All outgoing email communications by the President or designate should be sent using an approved email account either **muskokapride@gmail.com** or ending in **@muskokapride.com**
- It is expected that all communication inquiries receive a response within a timely manner. (At the minimum, acknowledgment of the inquiry/communication will be made).

Internal Communication

- All internal board communications shall be in accordance with the **MPP-002 Muskoka Pride Code of Conduct Policy**.

Personal Communications

- The **MPP – 002 Muskoka Pride Code of Conduct Policy** shall apply during face to face communication between a Board Member and a third party when related to Muskoka Pride.