



THE FRIENDS OF PRESQU'ILE PARK POLICIES & PROCEDURES

Policy Name: COMMUNICATIONS AND SOCIAL MEDIA

Reference: 020

POLICY

The Board of Directors is responsible to the members for prudent management of The Friends of Presqu'ile Park (FOPP). The Board wishes to ensure that important news and other information is communicated to members, other stakeholders, and the public (when necessary) in a timely and professional manner.

All communications to these groups must be approved in advance and will be in accordance to the approved aims, objectives, and program plans of the Friends of Presqu'ile Park. These communications will be within the terms of our arrangement with the Park and any agreements with Ontario Parks.

FOPP Communications to members are primarily done electronically. The Friends will use the following communications vehicles to share information: Website (www.friendsofpresquile.on.ca), Newsletters, email, Facebook and other social media accounts. From time to time, the Friends may also use paper-based communications tools such as posters, signs, and brochures.

PROCEDURES

1. The Communications Committee will submit annual plans to the Board of Directors identifying key activities for the year.
2. Individual members of that committee will be assigned responsibility for ensuring that activities identified are carried out in a timely and appropriate manner.
3. Requests to publicize activities, events or news will be directed to the Communications Chair who will then ensure that the publicity happens through the appropriate communications channels.
4. The Friends of Presqu'ile will publish an electronic newsletter at least quarterly. Articles for the ENews will be solicited from Board members, Team Leaders, Committee Chairs and Park Staff as appropriate. Articles will be edited for content and grammar before being posted to the Newsroom on the Friends



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Website. Members and other stakeholders will receive a cover letter advising them of the newest additions to the Newsroom.

5. Bulk Email communications with members and other stakeholders must be approved in advance by the Board Chair or be part of approved Communications activities.
6. The Friends of Presqu'ile will also use its website to communicate general information about the Friends, information on current events, annual meeting minutes and financial reports. The website also allows for payment of membership dues, donations, and volunteer sign-ups. Changes to the website are made under the authority of the webmaster.
7. The Friends of Presqu'ile will operate its own Facebook pages, Instagram, and other social media accounts. All postings to these vehicles will follow Communications Policies and use approved Social Media Best Practices. These practices and protocols will be developed and approved by the Communications Committee. Only those authorized to do so, will have access to the Friends' social media accounts.
8. Where appropriate, the Friends of Presqu'ile will also share information provided by Ontario Parks or Presqu'ile Park Staff. Requests from other outside organizations to publicize events or activities may be posted if appropriate and compatible with the Principles and Values of the Friends and approved by the Communications Chair.
9. Any paper-based communications tools, such as signage, posters and brochures will be developed under the guidance of the Communications Committee.
10. The Communications Committee will advise local media outlets of events, activities, and stories of interest by issuing Media Releases and Events Listings.
11. Permission must be sought before an individual's photograph may be used in Friends of Presqu'ile promotional and communication materials.