# MUNFA COMMUNICATIONS POLICY

*Approved by MUNFA Executive on March 26, 2018*

## I. PURPOSE

The purpose of this policy is to provide guidelines for MUNFA communications to ensure they are timely, consistent, coordinated, effective and responsive to the diverse needs of our members. This policy is intended to assist the Association in providing timely, accurate, and relevant information about our bylaws, policies, negotiations and other MUNFA initiatives.

The goal of all communications should be to ensure MUNFA is visible, accessible and accountable to its members and to build broader community support for MUNFA initiatives.

Whenever possible, MUNFA communication vehicles will be standardized in form, function and esthetic.

## II. COMMUNICATIONS COMMITTEE

At the first meeting of the MUNFA Executive in September of each year a Communications Committee which be ratified. The committee shall include the President, the Past-President, the Vice-President External, the Membership & Administrative Coordinator, and up 2 other members of the Executive. The Executive Officer will attend in an advisory role when necessary.

The purpose of this committee will be to draft and disseminate MUNFA communications and to coordinate campaigns on issues that are consistent with explicit position taking and past communications of the current and previous Executive.

## II. COMMUNICATIONS APPROVAL

In accordance with Article II, the Communications Committee can communicate on behalf of the MUNFA Executive.

In situations where a piece of communication could potentially generate controversy or is of a position not previously approved by the MUNFA Executive, approval is needed by the Executive.

## III. MUNFA SPOKESPERSON

The President or designate will normally act as the spokesperson for the Association.

## IV. COMMUNICATION PLATFORMS

The Membership and Administrative Coordinator is responsible for the administration and maintenance of all electronic communications. This includes, but is not limited to MUNFA's website, listserv and social media accounts.

## V. SOCIAL MEDIA

The President, Executive Officer and Membership and Administrative Coordinator will jointly administer the Associations social media accounts. Posts on social media shall be consistent with explicit position taking and past communications of the current and previous Executive.