

# MARCh EXTERNAL COMMUNICATIONS POLICY

*The purpose of this external communications policy is to ensure that MARCh provides a consistent image, and message to its members, potential members, the media, and the general public. To safeguard consistency in communication of our guiding principles, this document contains guidelines for ensuring that all external communication pieces uphold standards of Christian character and good behavior. Adherence to this policy is required of all Members of MARCh.*

## EXTERNAL COMMUNICATIONS

*External communications are defined as communication that is distributed to and/or viewed by current MARCh members, potential members, the media, and/or the general public in a public forum. This includes but is not limited to:*

- *Web sites (including social networking sites – i.e. Facebook, MySpace, LinkedIn, etc.)*
- *Association-wide e-mails*
- *Groups (i.e. Yahoo Groups, Google Groups, etc.)*
- *Message Boards and Forums*
- *Blogs*
- *Podcasts/webcasts*
- *Public Text messaging (i.e. Twitter)*
- *Newsletters*
- *News releases*
- *Flyers*
- *Brochures*
- *Advertisements*
- *Billboards*
- *Posters*
- *Association forms*
- *Association letterhead*
- *Business cards*
- *Promotional items*

## MEMBERS AND EXTERNAL COMMUNICATIONS

*All external communication utilized by MARCh members or groups (i.e. committees, task forces, etc.) for the purpose of disseminating information about MARCh, its services, programs, committee efforts, members, etc. must be administered by a MARCh board member or designee. The liaison for the specific group (normally the Vice-President) and the IT-Director shall serve as administrators/editors for external communication. A MARCh member who wishes to contribute MARCh specific material for viewing by other MARCh members or the general public via external communication, must submit the material to the appropriate liaison, or the IT-Director. If such materials are deemed appropriate and/or necessary they will be posted.*

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## MARCh LOGOS

*MARCh logos may not be used in external communication without written permission from MARCh. If a member wishes to use a MARCh logo in external communications that he/she administers (i.e. business cards, advertisements, Web sites, etc.) written permission must be obtained from the MARCh IT-Director, at which time the IT-Director will also provide the approved logo file to be used.*

## CONSEQUENCES FOR NON-COMPLIANCE

*A MARCh member who is found to be in non-compliance with this policy will be disciplined in accordance with the MARCh By-Laws. For the purposes of administering discipline, non-compliant use of external communication pieces and tools will be dealt with according to the violations at MARCh sponsored events policy.*

## SUMMARY

*MARCh members [parents, and children] are not to use social media or other public communication outlets in a way that slanders, demeans, or otherwise causes those who receive that communication to question the good character of MARCh or it's members. Violation of this policy will cause you to be disciplined in the same manner as you would have had the violation occurred during an official MARCh sponsored event.*