

Communications Policy

Approved: May 4, 2016

Reviewed:

Purpose:

The purpose of the NRBDO Communication Policy is to

- Ensure consistent, high-quality and appropriate communications to all members, prospective members, group event invitees and attendees, as well as the general public,
- Provide an infrastructure for communications with clear policies and responsibilities,
- Protect the privacy of all members and funders,
- Assist board, staff, committee chairs and committee members with the preparation of communications using our available communication methods.

Scope of the Policy:

These policies should be applied to any communication created by board, staff, committee members, or any 3rd party organization for communication to any of the NRBDO community.

Common methods for such communications include but are not limited to:

- Electronic or printed information such as flyers, email, direct mailings and presentations
- The NRBDO web site
- Signage at organization events
- Social media account content

Communications distributed via any of these methods must also follow the specific policies and procedures for these methods.

COMMUNICATION POLICIES:

General Policies:

- Communications should be in keeping with the mission of the NRBDO and should be relevant to our membership.
- All communications should be created using the NRBDO identity tools for a consistent look and feel (letterhead, logo, etc.)
- In all communication, first person language will be used. Ie. Person with Hemophilia.
- Communication will not promote or recommend, nor condemn, any therapy, treatment etc., and will not espouse any particular political or religious view. Communication of programs or services by individuals or organizations are for information purposes and do not imply the endorsement of the executive members of NRBDO.

- Communication should not filter out information that is not endorsed by the board or staff. It is agreed that members should be informed of ALL options to make their own informed decisions.
- Communication is intended to provide information only regarding issues but not to take a political stance.
- Communication should not contain any material that is fraudulent, harassing, intimidating, or unlawful.

Privacy Policies:

- NRBDO respects the privacy of member representatives and funders and safeguards the confidentiality of information that would have a reasonable expectation of privacy, e.g. personal contact information will not be distributed to anyone outside the membership.
- Photos are used with member permission only. Photos used for solicitation or promotional purposes will require verification from the subject.
- In all communication, for confidentiality the NRBDO refrains from listing the surnames of members where possible.
- Communications will not provide for external use the home addresses, email addresses and contact information of member representatives who have requested their information remain unlisted.
- Email distribution lists, contact lists or direct mailing labels may be used only for communications that follow the Communications Policy and are directly related to the activities of the NRBDO.
- Bulk electronic mailings will be sent using the “BCC” function.
- The NRBDO will honor requests from member representatives or past members who wish to unsubscribe from mailings and emails.

Email and Teleconference Policies:

Email and teleconferencing are great tools which allow us to communicate quickly and easily with others, especially in an organization spread across the country such as the NRBDO. Some basic guidelines will help us respect each others’ time and privacy.

- Emails should take advantage of the CC field for those who need to know the conversation, but not necessarily reply, and BCC should be used for all bulk emails, to protect privacy.
- When possible, subject lines should clearly indicate the content of the email so that they can be found again easily.

- Emails will only be forwarded with the express permission of the author.
- Teleconference best practices include choosing a quiet location, coming prepared with relevant documents, calling in on time, introducing yourself when you begin speaking, and avoiding speaker phone.