



FRIENDS^{OF}
KANANASKIS COUNTRY

Media Policy

Approved & Effective: September 21, 2017

Preamble

The Friends of Kananaskis Cooperating Association (hereinafter referred to as “The Friends”, “The Society” or “FKC”), as a public, not for profit society, has occasion to communicate with the public. This could include information written expressly for Members that is placed in the public domain, either deliberately or accidentally. As a result, The Friends have developed the following policies and guidelines to guide FKC communication.

Policies

1. The official spokespersons for the Friends shall be:
 - a. The Executive Director
 - b. The Chair,
 - c. The Vice-Chair,
 - d. The Director designated with the responsibility for Communications if one so exists.
2. Wherever possible, all communication destined for the public domain should be reviewed and approved by at least one, and preferably two, Friends official spokespersons prior to release. This includes, but is not limited to, press releases, website posts, news and print media, advertising, social media, newsletter content, and public statements.
 - a. The Executive Director may delegate the posting to Social Media to other members of the Society so long as the Executive Director ensures postings conform to this and other policies of the Society.
3. Material consciously placed in the public domain shall represent the general views and beliefs of the Society.
 - a. While in some cases, the official spokesperson may not agree with these views and beliefs, when communicating as the Society spokesperson in any form of communication, the spokesperson must represent the views of Society, not those of their own.
4. The Friends website shall be kept current with the latest information possible to act as a reference point for inquiries of the Friends.
5. Wherever possible, the majority of general communication with the Society membership should be via e-mail.
 - a. Copies of general communication e-mails to members of the Society should be retained for a period of 5 years.
6. The Friends shall maintain a social media presence on Twitter and Facebook and on other social media sites as deemed necessary.
 - a. Material placed on or shared in Friends social media not generated specifically by an FKC official spokesperson shall be of good taste, in keeping with the beliefs and values of the FKC, and in conformance with other Society policies.
7. FOKC official spokespersons are encouraged to obtain media training to assist them in the execution of their duties.
8. Communication from the Friends shall attempt to include appropriate “branding” where possible, including but not limited to
 - a. Use of the Friends logo,
 - b. Use of correct titles of the spokesperson;
 - c. Where necessary, correct identification and full disclosures of appropriate sponsors.
9. External communication produced by the Friends that directly attributes specific sponsor(s) must be reviewed and approved by representatives of those sponsor(s) prior to its release to the Public Domain.