NYS GIS Association
Communications Policy

All communications from the NYS GIS Association should be distributed by the Communications Committee, including messages and announcements sent through email and posted to the website, listservs, and social media. This policy is set forth to:

- help reinforce the identity of the Association and alleviate confusion for recipients,
- schedule distribution so information is available through Association outlets first (before listservs, for example),
- ensure that branding and content are compliant with the mission of the Association, and
- facilitate the spacing of communications so that Association members are not inundated with emails, posts, and surveys.

Individuals may sign messages with their name and position within the Association, but they should be sent by the Communications Committee from the Association account.

To facilitate the success of an event, the Communications Committee must receive event information **at least 2 weeks before the event**. Announcements require the coordination of several committee members as there are many social media platforms to update, including the website, Instagram, LinkedIn, Facebook, Twitter, multiple listservs, and sometimes email. A two week lead time will ensure information is distributed at least one week prior to the event. The bigger the event, the more lead time necessary to allow for distribution and reminders. All announcements should:

- have complete and edited (spelling and grammar checked) text,
- provide dates/deadline requests for distribution,
- include/attach any appropriate pictures that can be used in the announcement, and
- have all links tested - include full link text, not hyperlinks, so that people can see exactly where the link is taking them.

Procedures for Surveys

NYS GIS Association Committees or Professional Affiliation Groups (PAG) that want to survey the Association membership or brand any survey as coming from the NYS GIS Association must contact the Membership Committee Chairperson. The Membership Committee is tasked with limiting membership surveys by combining when possible and by spacing survey release dates. Any action taken by the Membership Committee for survey distribution will require final Board approval prior to release. Surveys may not be distributed to the membership without this authorization.

Any group looking to develop a survey is advised to seek assistance from the Membership Committee, as this is likely to reduce development time and speed Board approval for release.

Procedures for Videos

Posting of materials to the NYS GIS Association YouTube channel requires prior approval from the NYS GIS Association Board of Directors. Application to post must be made to the Communications Committee Chairperson. If the application is being made by a NYS GIS Association Committee or PAG, the respective chairperson is tasked with making that application. The Communications Committee is tasked with preliminary review and assessment of the material for consistency with the NYS GIS Association mission and that it fairly

represents the topic. Reservations and concerns must be addressed with the applicants and resolved in order to advance to the Board of Directors for consideration. Applicants are advised to secure all appropriate media releases prior to, and submit them with, the application. Application is made via email identifying the requesting entity, the theme of the video and the contact person. The email is currently to be directed to Communications Committee Chair via: nysgeo@gmail.com.

Favorable applications are advanced to the Board of Directors for consideration. Board approval decisions may be granted by additional review and vote or by accepting recommendations from the Communication Committee.

Pending Board approval, the Communication Committee Chairperson will notify the application spokesperson and provide the instructions for posting.

Professional Development Committee webinars are exempt from the Board approval requirement and review, as long as proper release forms have been secured.