



300 – Social Media/News/PR Protocol

Social Media Protocol

The Executive Board will consist of the two Presidents and the Vice Presidents.

Article: External Communications

1. **Approval Process:** All external communications, including press releases, public statements, and social media posts, must be approved by the club’s executive board (Marc Dwihe - President And Information Governance) before dissemination.
2. **PIO:** The designated PIO for the club is the President or a member appointed by the President. Only the spokesperson or their designee is authorized to speak on behalf of the club.
Media Interaction: Any interaction with the media should be coordinated through the press contact email. Media requests should be directed to 08mdwihe@rpsnj.us
3. **Public Statements:** Public statements and communications must align with the club’s mission, values, and objectives. They should be clear, respectful, and factually accurate.

Article: Social Media Use

1. **Official Accounts:** The club may maintain official social media accounts to promote activities and engage with the community. These accounts should be managed by designated members approved by the executive board.
2. **Content Guidelines:** Posts on social media should reflect the club’s mission and values. Inappropriate or offensive content is strictly prohibited.
3. **Monitoring and Security:** Social media accounts should be regularly monitored for security and appropriateness. Passwords should be securely managed and only shared with authorized members.

Article: Confidentiality and Privacy

1. **Member Information:** Personal information of club members should be protected and only shared with those who need it for official club purposes.
2. **Confidential Matters:** Any confidential matters discussed within the club should not be disclosed outside the club without proper authorization from the executive board.

Article: Violations and Enforcement

1. **Reporting Violations:** Any violations of these communication bylaws should be reported to the executive board promptly.

2. **Disciplinary Actions:** The executive board shall have the authority to take appropriate disciplinary actions against members who violate these bylaws, including but not limited to warnings, suspension of communication privileges, or removal from the club.

Adopted: 1 August 2024

Revised: 1 September 2024