

DIGITAL COMMUNICATIONS POLICY

A. SOCIAL MEDIA POLICY

ARTICLE I - PURPOSE AND SCOPE

Section 1. The purpose of this policy is to outline the guidelines for the use of social media platforms by board members, staff, and volunteers representing the Loveland Choral Society (hereinafter referred to as “the Choir”) . It aims to ensure responsible, ethical, and effective engagement while protecting the organization’s reputation and mission.

Section 2. This policy applies to all social media accounts and activities, including, but not limited to:

- a. Official accounts on platforms like Facebook, Instagram, X, LinkedIn, etc.
- b. Personal accounts when used by board members, staff, or volunteers to create or share content that represents the organization or its mission. This includes instances where a member lists their official title with the Loveland Choral Society in their social media bio, or when posting about official Choir activities in a way that could be perceived as an official statement.

ARTICLE II - AUTHORIZED USERS

Section 1. Only designated board members, staff, or volunteers are authorized to create and manage official social media accounts representing the Choir.

- a. A list of authorized users will be maintained by the board of directors.
- b. All authorized users must be aware of and adhere to this social media policy.

ARTICLE III - CONTENT GUIDELINES

Section 1. All content shared on any social media platform must adhere to the following guidelines:

- a. *Accuracy and Honesty.* All content must be accurate, truthful, and avoid misleading or false information.
- b. *Respect and Civility.* Users must engage in respectful and constructive communication, even when disagreeing with others. Users must avoid personal attacks, harassment, or discrimination.
- c. *Mission Alignment.* Content should promote the organization's mission, values, and goals.
- d. *Professional and Positive Tone.* Users should maintain a professional, positive, and appropriate tone in all communications. Offensive, derogatory, or inappropriate language and content are strictly prohibited.
- e. *Copyright and Plagiarism.* Users must respect and abide by all copyright laws and avoid plagiarism. Users will properly attribute sources when using content from others.
- f. *Confidential Information.* Users shall not share confidential or sensitive information about the organization, its members, volunteers, or community. This includes, but is not limited to, internal discussions of the Board of Directors, unannounced concert details, personal contact information of other members or donors, and specific financial data not yet made public.
- g. *Personal Opinions.* Users will not use the Choir's social media profiles to express personal opinions.
- h. *Language.* Users should take care to use language that is inclusive, accessible, and avoids jargon or technical terms that may be unfamiliar to the target audience.
- i. *Images and Videos.* Users should make every effort to use high-quality images and videos that are relevant and appropriate for the message. Users will ensure that images and videos do not violate any privacy or copyright laws.
- j. *Consistency.* Users should maintain a consistent brand voice and visual style across all social media platforms.

ARTICLE IV - ENGAGEMENT GUIDELINES

Section 1. Users shall adhere to the following guidelines when engaging with the Choir's audience:

- a. *Responsiveness.* Users should respond to comments and messages in a timely and professional manner.
- b. *Transparency.* Users should be transparent about their role and affiliation with the Choir.
- c. *Moderation.* Users should monitor comments and messages for inappropriate or harmful content and take appropriate action (including, but not limited to, removal of the comment/message, and/or contacting the person responsible for the posting).
- d. *Don't Engage in Unnecessary Debates.* Users should avoid engaging in lengthy or unproductive debates.
- e. *Don't Spread Rumors or Gossip.* Users will not spread rumors or gossip about the Choir, its members, or its community.
- f. *Don't Share Personal Information.* Users will not share personal information about themselves or others.

ARTICLE V - MEASUREMENT GUIDELINES

Section 1. Social media metrics (such as post reach, engagement, and audience growth) should be used for the intended purpose of evaluating communication strategy, improving audience engagement, and reporting on digital outreach to the Board of Directors. This data shall not be shared publicly without approval by the Board of Directors.

B. EMAIL POLICY

ARTICLE I - PURPOSE AND SCOPE

Section 1. The purpose of this policy is to establish guidelines for the appropriate use of email within the Choir. This policy aims to ensure efficient and professional use of email, mitigate security risks, protect confidential information, and maintain a productive communication environment. Adherence to this policy is required by all individuals who

utilize the email account, send emails representing the Choir, or use personal email to conduct official Choir business.

Section 2. Email usage refers to the sending, receiving, and management of electronic messages via the Choir's email system or email marketing system. It includes composing, replying, forwarding, and archiving emails for Choir-related purposes.

Section 3. This policy applies to any individual granted access to the Choir's email account or email marketing system.

ARTICLE II - AUTHORIZED USERS

Section 1. Only designated board members, staff, or volunteers are authorized to log into the official email account and read, send, organize, and reply to emails in the account.

- a. A list of authorized users and their assigned responsibilities will be maintained by the Board of directors.
- b. All authorized users must be aware of and adhere to this email usage policy.

ARTICLE III - USAGE GUIDELINES

Section 1. The Choir will use an official, approved email account for official outbound email communication. An email marketing software account may also be used to facilitate official email communication.

Section 2. Email should be used for organizational purposes only. Personal use of the official email account is not permitted.

Section 3. Emails sent from the official account shall be signed by the author when appropriate for record keeping purposes.

Section 4. Personal email accounts should not be used for Choir marketing communications. However, personal email accounts may be used by staff, volunteers, and board members to communicate about the Choir operations as needed.

- a. Any personal emails that contain information or attachments that should be retained by the Choir in compliance with the Records Retention Policy should

be forwarded to the official email account so that a record of the communication is maintained. Routine internal scheduling and logistical conversations are exempt from this requirement.

ARTICLE IV - CONDUCT

Section 1. All emails sent through the official email account should adhere to professional standards and maintain a respectful tone. Offensive, derogatory, or inappropriate language and content are strictly prohibited. Personal email communication related to the Choir operations should also follow this guideline for professional conduct.

Section 2. Individuals should avoid sending unnecessary emails and be mindful of the time and resources involved in email communication.

Section 3. Emails should only be sent to appropriate recipients, and the BCC feature should be used when appropriate when sending emails to lists of members.

ARTICLE V - CONFIDENTIALITY AND PRIVACY

Section 1. Individuals must exercise caution when sending sensitive or confidential information via email. Alternative communication methods should be used when necessary.

Section 2. Unauthorized access or use of the Choir's email account is strictly prohibited.

Section 3. Individuals should not disclose account credentials to anyone or share the login details with unauthorized individuals.

ARTICLE VI - SECURITY

Section 1. Individuals should be vigilant against phishing attempts, suspicious attachments, and links in emails. If any suspicious email is received, it should be marked as 'phishing' and the members of the Board of Directors should be informed about the incident.

Section 2. Account credentials for the email account should be kept in a secure location and should not be shared with any unauthorized users.

Section 3. Individuals should not log into the Choir's email account on public devices, unsecured devices, or shared devices. Individuals with access to the Choir's email account should take every possible precaution to protect the security of the account and the login credentials.

C. NON-COMPLIANCE

ARTICLE I - NON-COMPLIANCE

Section 1. Violation of this policy may result in disciplinary action, up to and including termination of volunteer status or legal action. Disciplinary action will be voted on by the Board of Directors and will depend on the severity and frequency of the violation.

Policy approved by the Board of Directors on 2/21/26.