



HPNA Communications Policy & Procedures

Adopted January 2016

Introduction

The communications policy of the Hyde Park Neighborhood Association (HPNA) is contained within this document. The objective of written policies is to reassure the HPNA Board of Directors, its Committee Chairs and association members that all communications will be open, honest and positive. It describes how the organization will communicate with its members and outside organizations.

Definitions

- Verbal communications includes, but is not limited to: telephone, voice mail, interpersonal communications
- Written communications includes, but is not limited to: letters, E-mail, memos, *Hyde Parker*, website, social media, text messages

Approval and Direction

The Board of Directors will provide direction to all communications.

No Board member/Committee Chair should attribute a position to HPNA without Board authorization.

All communications should be conducted in a professional, respectful manner.

Written Communications

Letters will be written by the Corresponding Secretary and approved by the President, with copies retained in the office.

Publication of the *Hyde Parker* will be performed by the editor. The *Hyde Parker* will include in each issue: contact information for the Board of Directors and the meeting schedule. Upon recommendation of the editor, the Board will adopt an advertising policy each year. The President or other Board designee will review each issue prior to publication.

Upon receipt of a written electronic communication, when an immediate substantive response cannot be given, the recipient will respond within 24 hours that the message has been received, that a substantive response will be provided, and state when a response will be provided.

Verbal Communications

Response to voicemail will be in a timely manner.

News Media

Board members and Committee Chairs will not provide information to or participate in interviews with news media unless the interview/content/message is authorized by the Board. Anyone contacted by media should immediately notify the President, who will notify the Board and any other necessary individuals.

Website Policy

Maintenance of the web site will be by the webmaster. Content of the web site will follow the Communications Policy and Procedures and these additional policies and procedures.

- Easy to navigate
- Contain the previous 12 months of the *Hyde Parker*
- Contain a calendar of upcoming events
- Provide encryption for financial transactions

Expectations regarding Email/Social Media and Electronic Communications

- Authors should take into consideration that email can be forwarded and spread.
- Limit distribution lists to those necessary, including responses/replies.
- Communications should be addressed appropriately (to individuals, not necessarily groups).
- The Board/ Committee Chairs will use emails to share information.
- The Board/ Committee Chairs will not engage in lengthy discussions or debates via email; instead discussion will occur at Board meetings.
- Votes will not be taken via email, unless the time sensitive nature of a matter requires an electronic vote. All electronic votes must be ratified at the next Board meeting.
- Board members/Committee Chairs will not take positions on behalf of the Association on social media without prior approval.
- If Board members/Committee Chairs participate in social media, they should be clear that any communications pertaining to HPNA are strictly their personal opinions.
- Board members/Committee Chairs should not engage in lengthy debates over social media.
- Board members/Committee Chairs should “take offline” any discussions/inquiries received via social media as soon as possible to encourage full and complete discussion. This means responding to an individual’s concerns in person/via phone/or private message.
- Board members/Committee Chairs should take into consideration that personal conversations avoid miscommunication that can occur via written responses.
- Board members/Committee Chairs are not responsible for responding to concerns posted in social media forums not officially maintained by HPNA. However, responding to individuals privately and “off line” as identified in these policies may be desirable.
- Board members/Committee Chairs will not create, moderate or otherwise take an ownership/leadership role in unsanctioned or unofficial social media forums or pages.
- CC or BCC the President on all responses to email inquiries.