

Governance Policies and Procedures



Policy Name:	Communication Policy
Policy Number:	013
Approval Date:	May 5, 2022
Date for Review:	Every 3 Years

INTRODUCTION

As an organization, CFLA-FCAB requires guidelines for what information is communicated to whom and in what manner in order to ensure that communications support the Federations mandate, serve its members, and remain consistent with the Federation's values.

PURPOSE

This Policy outlines how CFLA-FCAB communicates information with its members, and provides guidelines on how it will use its webpage, social media pages, and listservs to communicate to members and the broader library community. These guidelines are designed to ensure that CFLA-FCAB's communications are accessible, relevant, engaging, appropriate and well managed.

DEFINITIONS

Media: the main means of mass communication (especially television, radio, newspapers, the Internet, and social media) regarded collectively.

Media accreditation: the formal recognition of persons who are working for media outlets and have qualifications and credentials.

Media outlet: any publication, news organization, such as television and radio stations, newspapers, niche magazines, blogs, review sites, or podcasts, and other forms of news coverage.

Media pass: A complimentary admission to an OLA event for the purpose of covering the event for a specified media outlet.

Social media content: Includes any social media platform (e.g. Facebook/Twitter) includes original posts or shared content (photos, GIFs, videos, web links and text).

Working Media: may include reporters, editors, videographers, freelancers, and journalists, or those who work in niche magazines, blogs, review sites, podcasts, or student magazines or newspapers.

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POLICY STATEMENTS: TYPES OF COMMUNICATIONS:

CFLA-FCAB Updates at member AGMs: Where CFLA-FCAB board member availability allows, CFLA-FCAB can provide a short informational update at member organization's AGMs. The invitation to present is best sent with as much notice as possible to info@cfla-fcab.ca

Requests from CFLA-FCAB members for updates on the work of Strategic Committees should go to the info@cfla-fcab.ca email. In the event that they come directly to the Chair of a Strategic Committee, the chair may reply with an update for their committee but must cc the info@cfla-fcab.ca email noting that any updates for the other Strategic Committees and the board will be provided through that email. Also see the Committees and Task Force Policy.

News, website banner, and member communications:

Information shared by CFLA-FCAB will have a measure of consideration on appropriate translations where possible and beneficial to members.

Website Banner: Priority should be given to CFLA-FCAB events, anything related to the Strategic Committees' work (ie notice of reports, surveys etc). General library events may be highlighted (ie Canadian Library month etc) but other organization's events are not to be posted here unless it is a joint event with CFLA-FCAB (ie the National Forum) or in the case of an external partnership where the promotion in banners is included in the MOU or contract.

News items: While priority should be given to CFLA-FCAB (and committee) work, news items may also include information about member organization events if they have virtual attendance that would allow nation-wide attendance. Free professional development opportunities may also be noted here if they connect with the scope and values of CFLA-FCAB.

Member newsletters/emails: The CFLA_FCAB board may compile events, opportunities, and other information that may be of interest to our membership. The focus should still be on CFLA-FCAB and committee work; however, external matters that are national in scope and align with CFLA-FCAB values may also be included.

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Responding to General Media Inquiries: CFLA-FCAB staff and the Executive or designate coordinates media relations and receives inquiries. Board or committee members who receive media inquiries should forward to the Office Coordinator.

Responding to External Communication Requests via email: CFLA-FCAB will disseminate or forward member organizations and/or external organizations email requests only after executive board approval if directly related to national scope, and board approval if tangentially related to national scope. No advertisements for products or services will be disseminated to members, regardless of scope or applicability.

CFLA-FCAB Spokesperson Policy: The Executive and Office Coordinator communicate with the media and the community on behalf of CFLA-FCAB. In regard to issues impacting a particular library sector, it is recommended that elected CFLA-FCAB executives, who are also practitioners, act as spokespeople. In some cases, the Executive or the staff may not have the expertise or knowledge to respond to specific media requests. In these cases, subject matter experts, including Strategic Committee Chairs, may be asked to interact with the media. The Office Coordinator will coordinate a substitute spokesperson. If any media training, preparation and support is required, the Office Coordinator will connect the chosen Spokesperson with third-party training if available. Any person acting as a spokesperson on behalf of CFLA-FCAB will provide positive, accurate and consistent messaging.

Social Media Accounts: The purpose of CFLA-FCAB social media accounts are to promote events and activities, provide news and updates, join library-related conversations, and engage with stakeholders. All CFLA-FCAB accounts are maintained and run by CFLA-FCAB staff. If any member of the executive or a committee wishes to put forward information to be shared on the CFLA-FCAB accounts they will send this item to the Office Coordinator. Any question of whether the proposed post is in scope and appropriate for posting, will be determined by the CFLA-FCAB Executive.

Closing social media accounts: Social media accounts may be terminated in the event of sustained inactivity or lack of engagement with content. The Office Coordinator may assist in a needs assessment, which will document the account's followers, shares, and link clicks, and

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advise on any archival requirements. Social media accounts that are created in error or without being run by the designated individuals may be terminated without a formal needs assessment.

Event Media Inquiries: When CFLA-FCAB hosts professional development events in-person and virtually the goal is to ensure a positive experience for our members and attendees as part of their professional development. These events are industry events, unless otherwise noted. If media wish to cover certain parts of any one of the events, they can request a media pass. An accreditation procedure is in place. Not all events or sessions are open to the media, and there may be restrictions in place as to whether media can participate in question period. CFLA-FCAB reserves the right to approve or deny media passes for any reason, and to limit the number of media passes issued.

Media Accreditation Procedure: Those requesting a media pass must be working media, currently employed by or freelancing for a publication, news organization, or media outlet, or those working in student journalism media. Verification of status may be requested from CFLA-FCAB.

Media Pass: Media should request a media pass from info@cfla-fcab.ca.

The following information is required to acquire a media pass:

- Name
- Media Outlet
- Story angle or intended coverage of the event
- Any applicable deadline
- Any specific events or sessions they wish to attend
- Which day(s) they wish to receive the media pass for
- Request to take video, audio, or photos The media pass (physical or virtual) must be displayed at all times.

Limitations: External event venues may require media to fill out and sign media permit forms. There may be restrictions due to public health protocols for in-person events. There may also be limitations to capturing digital data, such as video, audio, or photos. Media presence at events

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and sessions must also be approved by the speakers/presenters. CFLA-FCAB will coordinate media presence with these parties.

Exclusions: Media passes will not be issued to guests, volunteers, event presenters or panelists, or those who are not working media. At all CFLA-FCAB events (in-person and virtual), attendees, including media, must adhere to the [CFLA-FCAB Code of Ethics](#).

Content Calendar

CFLA-FCAB will maintain an annual calendar of events and topics that it wants to keep the membership informed of (ie Library Week, National Forums, award deadlines etc.). This calendar of content will determine the timing of communications through all channels.

E-news

CFLA-FCAB also shares content with its membership through the use of an eNewsletter. Content for this publication will be provided by CFLA-FCAB's Board, staff and committees and will meet the Federation's standard for communicating factual, engaging and relevant information. The content of eNews publications may include committee updates, advocacy work, information about upcoming events, updates on CFLA-FCAB's strategies, publications, events or other news of interest to the membership. Information of a time-sensitive nature may be shared by email separate from this eNews communication.

These formal communications will have clearly defined sections, a short explanation of the content and a link to more information. The more information link should be to a PDF document that is no more than 3 pages long.

Where possible, English and French communications will be provided separately for ease of readability.

Event Promotion

Federation events including the CFLA-FCAB National Forum will also be promoted via separate communications, including eblasts, social media updates, website content. These communications will feature separate branding specific to the event or program.

Third Party Communications and Content

CFLA-FCAB often receives requests to distribute content from external organizations to its membership. CFLA-FCAB may share content that meets the following guidelines:

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- originates from a CFLA-FCAB member or partner organization, or relevant professional associations (i.e. ALA)
- the information is factual, relevant and of interest to CFLA-FCAB's membership
- The information is directly related to the strategic objectives of CFLA-FCAB, the Federation's mission, scope or work
- Is not a promotion from a vendor unless the CFLA-FCAB Board has specifically requested it for our members

In addition to these guidelines, third party content will only be shared with the approval of the CFLA-FCAB Executive.

Social Media

CFLA-FCAB's social media channels are valuable tools for engaging its membership and the broader library community. In managing its social media accounts, CFLA-FCAB seeks to provide news from the Federation, promotion of events, and advocacy information. Social media posts will both communicate information to CFLA-FCAB's audience, as well as engage the audience in discussion.

CFLA-FCAB welcomes and encourages engagement with the content posted by the Federation. All posts and comments are subject to CFLA-FCAB's Code of Conduct. Online harassment or violence is not tolerated by CFLA-FCAB.

RELATED DOCUMENTS:

Calendar of annual events (maintained by CFLA-FCAB employees, CFLA-FCAB Chair, and Vice Chair)

[CFLA-FCAB Code of Ethics](#)

List any documents related to the policy