

## **CBC PNA COMMUNICATIONS POLICY**

The CBC PNA Policy on Communications governs how we communicate internally and externally, with our members and with the public. This policy includes the overall purpose of our communications and the principles that guide our communications.

Our communications take place in a variety of ways: online, through social media, newsletters, website, email, and in person. They are a shared responsibility across the organization at all levels.

The National President of the CBC PNA is the chief spokesperson for the organization. Other elected officers may also have responsibility for speaking on behalf of their respective Regions or Chapters.

The CBC PNA, through its communications, should be seen as a credible public voice on issues of importance to our members.

A national communications committee is responsible for reviewing this policy and recommending updates as needed, and for the development and implementation of a communications strategy and workplan.

Board members, staff, and volunteers should be knowledgeable of the organization's statements, positions, policies and procedures.

CBC PNA Communications will not publish discriminatory, defamatory, threatening, or harassing content of any kind. It will refrain from the use of profanity and similarly inappropriate language, or content that violates copyright and trademark law or promotes illegal activity.

All national communications will be published in both English and French.

### **Purpose of CBC PNA Communications:**

Our communications should help build a strong sense of community so that our members feel connected to the CBC PNA and to each other. We should communicate a clear understanding of who we are as an organization, what we stand for, what we do, and why it's important to be a member.

Our main function in our communications is to engage our members by keeping them informed and up to date on relevant issues and events within the organization. Our communications must also provide mechanisms for our members to communicate with the leadership at each level of the organization.

Our communications serve as an important tool for recruitment, and for educating our members on our issues and services.

Our communications should support our advocacy on issues that matter to our members.

### **Our communications at all levels and in all forms will be guided by the following principles:**

- Accurate and verifiable information
- Accessible, being mindful of potential disabilities such as loss of sight or hearing
- Inclusive, striving to include a variety of voices and points of view
- Fair, in recognizing the contributions of members and others
- Consistent in messaging about and promoting the CBC PNA
- Branded and identifiable as CBC PNA

**The National Communications Committee:**

The Committee is composed of at least two members of the National Board of Directors, appointed by the Board, and additional CBC PNA members with experience in/knowledge of marketing or communications. Both official languages must be represented on the committee. Committee members will select a Chair from within the committee. The committee may also call on outside experts to assist its work.

The committee's mandate includes the following:

- To create and develop a strategic action plan for CBC PNA communications, consistent with the purpose of our communications
- to oversee the creation, publishing, and distribution of the national newsletter Contact
- to oversee all national email/website/social media bulletins
- to review the communications policy from time to time and recommend updates as needed

The committee will report to the National Board of Directors of the CBC PNA. It will endeavour to make decisions and recommendations by consensus. In the absence of consensus, voting will be by simple majority.

**Approved by the National Board of Directors – October 2024**