



## Community Engagement Policies

### *Revised 2/13/19*

Public education and awareness are essential to the Partnership for Children of Cumberland County, Inc. (PFC) and encompass the entire spectrum of services and programs within the organization. The following guidelines are applicable to any grant (such as Smart Start, NC Pre-K, DCDEE, etc.) received by the Partnership for Children and are meant to give direction concerning marketing, public awareness and education, community engagement/outreach and public relations materials and activities. With these policies we aim to ensure a consistent organizational image and message for all PFC programs and services by conveying a clear, consistent message to all stakeholders and the public in general.

These policies seek to create a consistent brand image for the organization. Brand image is a similar concept to organizational reputation. Creating a consistent brand image is important because it builds customers' and clients' trust in our organization. When our customers and clients trust us, they are more likely to use and value our services. By applying our marketing materials and public relations efforts in a consistent manner, we create trust and a reputation for professionalism. The rules and guidelines that follow in these policies will help us maintain a consistent, professional image.

- 1. UNIFIED COMMUNICATIONS:** PFC marketing, public relations, and public awareness materials and projects will be coordinated through the Community Engagement Department and must have the final approval of the PFC President or designee before distribution.

#### **WHY?**

Public education materials must be accurate and in alignment with PFC's branding.

- 2. ORGANIZATION NAME:** The legal name of the organization is "Partnership for Children of Cumberland County, Inc." and should be used as specified in the organizational Style Guide.

#### **WHY?**

Staff, volunteers, and vendors must refer to the organization consistently to adhere to PFC's branding.

- 3. COPYRIGHT:** PFC will observe all current copyright laws as specified by the US Copyright Office.
  - 3.1.** All public education materials or programs for PFC become the property of PFC, and PFC is considered the author/creator.
  - 3.2.** If an advertising, marketing, or promotional material contains copyrighted material from a source other than PFC, a written release from the copyright owner must be obtained before use.

#### **WHY?**

PFC staff, volunteers, and vendors must abide by copyright law.

- 4. ORGANIZATIONAL STYLE GUIDE:** The Community Engagement Department will maintain an organizational Style Guide that illustrates and explains the proper use of logos and the organization's name and contains guidelines that must be followed when developing or designing public awareness materials.

### WHY?

PFC staff, volunteers, and vendors must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image.

5. **MARKETING AND ADVERTISING MATERIAL COORDINATION:** The Community Engagement Department acts as the central coordinating point for effective management of marketing and advertising materials.
- 5.1. All marketing, advertising, and promotional materials and publications will be designed using the most current PFC Style Guide to ensure and maintain a consistent corporate image.
  - 5.2. The development, design, execution, and evaluation of marketing and public relations programs, publications, and plans will be **managed** by the Community Engagement Department.
  - 5.3. **Supervision** of projects by outside marketing, advertising, public relations agencies, and vendors, to include photographers and video production companies, will be the responsibility of the Community Engagement Department.
  - 5.4. All classified ads must include the PFC logo and informational paragraph as specified in the most current PFC Style Guide.

### WHY?

PFC staff, volunteers, and vendors must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image.

6. **MEDIA CONSENT:** A properly signed Media Consent Waiver and Release must be obtained for photos and videos used in any marketing, public relations, or public awareness materials that were not properly purchased or obtained from a stock photography company. In addition, a Media Consent Waiver and Release is required before using any quotation attributed to an individual in any marketing, public relations, or public awareness material.

### WHY?

PFC Staff, volunteers, and vendors must respect our partners' rights to privacy.

7. **MEDIA RELATIONS:** The Community Engagement Administrator is the contact for all members of the media. If the Community Engagement Administrator is unavailable, the President will designate a stand-in. A more-detailed Media Inquiry Procedure may be referenced at the end of this policy.

### WHY?

PFC messaging must be accurate, consistent, and in alignment with PFC's branding.

8. **LOGO USAGE:** The organizational logo must appear prominently on all public awareness materials, at all PFC-sponsored events, and at community events that PFC attends. Usage of the logo must adhere to the standards in the most recent PFC Style Guide.
- 8.1. There will be no departmental or service logos for PFC in-house departments and programs.
  - 8.2. In-house program funding source names and logos will be used when appropriate and will be placed subordinate to the organizational name and logo as specified in the organizational Style Guide.
  - 8.3. The organizational logo must not be altered or embellished, and must remain in the proportion as originally designed.
  - 8.4. Corporate sponsors' names and logos will be used when appropriate and will be placed as agreed between PFC and the sponsor.

### WHY?

PFC staff, volunteers, and vendors must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image.

9. **LOGO USAGE BY FUNDED PROGRAMS:** Agencies and organizations that receive grant funding through PFC must use the approved PFC organizational logo on materials related to their program and must submit a copy of the material for review and approval of the logo usage prior to publication or release of the material.

### **WHY?**

Staff, volunteers, vendors and organizations receiving PFC funding must consistently adhere to our branding and maintain a professional organizational image.

10. **DIGITAL & SOCIAL MEDIA:** The Community Engagement Department acts as the central coordinating point for effective management of all digital media including websites, blogs, wikis, social networks, forums and any other online and social media in which PFC participates. The same policies stated above that apply to messaging and communications in traditional media apply in online social media.
- 10.1. Organizational social media sites will be branded with the organizational logo.
  - 10.2. Only personnel authorized to post to PFC's social media sites for the organization may do so in an official capacity.
  - 10.3. All posts will be professional in language and imagery and in keeping with organizational standards.
  - 10.4. Client confidentiality will be maintained at all times as specified in the most current Human Resources Policies.

### **WHY?**

Staff and volunteers must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image. In addition, the Community Engagement Department will analyze data and insights to maximize our digital and social media impact.

## Media Inquiry Procedure

**Main Contact:** Sharon Moyer, Community Engagement Administrator. Office phone – 910-867-9700; [mobile phone – for internal use only unless specifically instructed to give to the media 910-261-7001]

**Other Contact:** Mary Sonnenberg, President. Office phone – 910-867-9700; [mobile phone – for internal use only unless specifically instructed to give to the media 910-215-4889]

**Description:** How to handle inquiries from any media such as newspaper, radio, TV, cable access, magazine, trade organizations, etc.

**Background:** Partnership for Children of Cumberland County, Inc., (PFC) strives to advance its mission by communicating openly and honestly using consistent messages with its stakeholders, including the media. It is important for all PFC staff and board members to reinforce these messages by referring all calls from any media source to the appropriate staff.

### Procedure:

1. Please refer all calls or visits from the media to the Community Engagement Administrator. If, after exhausting all possible attempts to contact him/her s/he is not available, refer to the President.
2. If neither the Community Engagement Administrator nor President are available, take the following steps:
  - Find out the reporter's name, phone number, and deadline.
  - Find out the nature of the story (“[name of the Community Engagement Administrator] is our spokesperson. May I ask what kind of a story you are working on so that we can gather the information and s/he will have the facts in front of him/her when s/he calls you back?”).
  - Let the reporter know that the Community Engagement Administrator or another staff member will return the call by a stated time and date. You will need to use your best judgment based on the deadline the reporter has given you. (Examples: By 5 p.m. today, by 5 p.m. tomorrow, etc.)
  - Contact the Community Engagement Administrator or if unavailable, the President, immediately.
3. Please do not offer information to media, even if you know the answer. It is important that all news contacts be handled and documented by designated staff. Also, it can be easy to get quoted as an organization spokesperson if you volunteer something the reporter wants to use. Assure the reporter that someone will respond in time to meet the deadline. If the reporter needs an immediate response, or if the Community Engagement Administrator will not be available in time to meet the reporter's deadline, refer the call to the President.
4. If you cannot reach either contact (at work, home, or on mobile phone) to respond in time for the deadline, call the reporter back, explain the situation, and apologize, but still decline to answer the question yourself. In no case should you let the deadline come and go without any response. Then, please leave a detailed message for the Community Engagement Administrator (or President as appropriate) so that s/he can follow up with the reporter. In general, it is not advisable to say “no comment,” since that constitutes a form of an answer that may be used against the organization in some instances.

### Key Points to Remember When Dealing with the Media:

- Be polite.
- Be helpful.
- Find out what the reporter needs to know and what his or her deadline is.
- Don't let a deadline pass without a response.
- Don't get drawn into providing information or opinions that you don't have the authority to provide.
- Always inform the Community Engagement Administrator (or the President) of the call for follow-up.