



COMMUNICATIONS & MEDIA POLICY

Document Number:	BP-03	Version:	2.0
Effective Date:	January 2019	Last Revision Date:	
Policy Owner:	Amy Brown Coffin	Approved By:	



BP-03 COMMUNICATIONS & MEDIA POLICY

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1. Revision Table

Version	Effective Date	Revision Author	Summary of Revisions
1.1	August 24, 2020	Jill Flygare	Updated to new policy template; Updated recommended changes to policy
2.0		Amy Brown Coffin	Updated owner, title & template; Added roles & responsibilities; Added Press Release, Advisories, and Notifications, Social Media and Website, and Use of the Logo sections

2.

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I. Purpose Statement

This policy is intended to provide positive, consistent and valuable messaging across the organization.

II. Regulatory / Legislative Requirements

None

III. Scope

This policy is established to provide guidelines and procedures to maintain consistency in voice, tone, messaging, and transparency.

IV. References

- UCA 52-4 Open and Public Meetings Act

V. Definitions

Term	Definition
Social Media	Any online media which allows for user participation, interaction or publishing. Commonly used social media tools include but are not limited to, Instagram, Facebook, LinkedIn, YouTube, and Twitter.

VI. Roles & Responsibilities

Role	Responsibility
Chief Risk & Compliance Officer	Oversee the UIPA style guide

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Executive Director	Official spokesperson of UIPA
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VII. Policy

Effective communications and working with the media and public are critical to implement a transparent process and further the Utah Inland Port Authority (UIPA) mission.

VIII. Media

In our communications with members of the media, we will be prompt, helpful and honest. The UIPA communications team will work with reporters through the process and adhere to the following guidelines:

Spokespeople

1. The Executive Director serves as the official spokesperson of the organization;
2. The Executive Director may designate subject matter experts as needed, including an alternative spokesperson if appropriate;
3. The chair of the UIPA board may speak on behalf of the organization when requested.

Process

1. Media inquiry should be referred to the Executive Director or their designee.
2. All media inquiries should be answered as quickly as possible.
3. Inquiries should include:
 - a. Name of the person calling,
 - b. media organization,
 - c. topic, and
 - d. deadline.
4. Board members and staff should not respond to the media directly but should direct all requests to the Executive Director or their designee.
5. The Executive Director or their designee will assess and vet the inquiry through the Executive Director and chair of the board as needed.
6. The Executive Director or their designee will brief and provide talking points as needed.

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7. Subject matter experts may be called upon to assist with talking points.
8. In the case of critical significance to UIPA, the Executive Director or their designee will work with the executive director, board chair and others as directed to craft specific statements.
9. As needed, legal counsel may review statements made to the media or the general public.
10. The Executive Director or their designee is responsible for the development and dissemination of communications to the media including releases, statements, social media and website updates.
11. Ideas for articles, releases or statements should be routed through the Executive Director or their designee.
12. Issues not available to reporters are those regarding legal and personnel issues, those issues for which meetings may be closed as permitted under the Open and Public Meetings Act, or involve records that are private, controlled or protected under the Government Records Access and Management Act.

IX. Press Releases, Advisories & Notifications

Before any release, advisory or notification is sent out to a mailing list, the Executive Director should have reviewed and given approval.

When writing your press release keep your audience in mind. Understand your audience and who you are writing for before you craft and send out the release. Always make sure to add it to the UIPA website and share on appropriate social media channels.

X. Social Media & Website

Always think before posting. Not only should you check grammar, spelling, and punctuation, but be sure that your status or image updates will not have any negative effects.

Be Responsible: It is the responsibility of the person posting to make sure UIPA posts comply with the relevant laws, rules, and regulations. Know and follow the rules of our social media platforms.

Be Specific: Stick to facts about UIPA, events or services.

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One Voice: Please refer to the updated UIPA brand architecture and messaging. Our brand personality is that of a creator and everyman as listed in this doc which outlines attributes that we should stick to when posting and responding.

Responses: Remember that we have designated staff members tasked with responding to any comments, questions, or inquiries. They are responsible for engaging respondents through our different platforms. To avoid confusion, we ask that you not attempt to respond to inquiries or comments directed to the UIPA or asking for an official UIPA response.

XI. Use of the Logo

Usage of the logo must adhere to the style guide. Any exceptions to the style guide must be approved by the Chief Risk & Compliance Officer.

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