



— Moving Utah Forward —

COMMUNICATIONS & MEDIA POLICY

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Effective Date:	January 2019	Last Revision Date:	
Policy Owner:	Amy Brown Coffin	Approved By:	



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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

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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
- UCA 63G-2 Government Records Access and Management 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:

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.
7. Subject matter experts may be called upon to assist with talking points.

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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 a 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

The UIPA engages users through digital outlets. Communicating with the UIPA through social media further enables customers and constituents to contact the UIPA in a direct and meaningful way. All official UIPA social media sites are considered an extension of the UIPA's brand and information network and are administered by designated staff members.

Any staff member that is designated with access to post and respond to comments, questions, or inquiries on official UIPA social media accounts and websites must post content that is consistent with UIPA's mission, vision, and values. Employees representing the UIPA via social media outlets must always conduct themselves as representatives of

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the UIPA and may not attribute personal statements or opinions to the UIPA when engaging in private blogging or postings on social media sites.

It is the responsibility of the staff members posting to make sure UIPA posts comply with the relevant laws, rules, and regulations. In addition, staff members should know and follow the rules of our social media platforms. Staff members should check grammar, spelling, and punctuation, and be sure that status or image updates will not have any negative effects.

XI. Use of the Logo

Usage of the UIPA logo and any project area identifies must adhere to the style guide. The logo may not be altered in any way. Any exceptions to the style guide must be approved by the Chief Risk & Compliance Officer.

The UIPA logo shall be used on all internal and external communications, UIPA publications such as flyers, invitations, programs, posters, signs and on official UIPA documents, correspondence, marketing materials, signage, press releases, websites, social media, banners, and any item requiring a symbol of identity.

An entity outside the UIPA may not use the UIPA logo without permission from the UIPA.

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