



Communications Protocols

Our mission is to inform our membership of what is going on in the organization, industry and provide highlights and reminders throughout the year. This includes, but is not limited to, NYSACAC and NACAC events, updates from our government relations committee, fundraising efforts for our organization, call for nominations, and supporting our committees through calls to action.

For the purposes of these protocols, social media is defined as digital communication websites and applications that enable users to create and share content or to participate in social networking. (e.g., Facebook, LinkedIn, Instagram, Twitter, YouTube, TikTok, etc.).

The communications protocols and parameters are not intended to restrict any individual involved in a leadership role in our organization from expressing themselves individually on non-NYSACAC matters but to protect our volunteers and association. This policy does not restrict conduct or speech protected by federal or state laws or regulations.

The communication protocols and parameters are as follows:

- I. Members and committees must follow all style guidelines and logo usage procedures.
- II. Requests for communications and social media posts coming from “New York State Association for College Admission Counseling” page(s) and communication channels should be made through a communication request. All Executive Board Members, special interest group (SIG) leaders, and leadership team members have access to this form under your NYSACAC account. If you do not have access please contact vp.communications@nysacac.org
- III. The Communications Committee will work diligently to be as responsive as possible to all requests. We require a two-week window for all requests including, but not limited to, form creation, website changes, email communications and social media requests.
 - A. We have numerous requests due to event dates and scheduled communications. We will work to fit requests into our schedule to keep members informed while not over inundated.
 - B. The Communication Committees reserves the right to adjust content as needed to better align with the mission of the organization, to fit character limits, or for other marketing purposes.
 - C. The Communications Committee also reserves the right to not post or not send requests that do not align with our mission and that the Committee deems may damage the reputation of the organization, our parent organization, or otherwise

may jeopardize the nonprofit status of the organization. The person who submitted the request will be notified of this decision.

- IV. Our website and social media pages are meant to be a resource of information from our organization and not third-party vendors or those looking to generate revenue (i.e. book sales, conferences not associated with our organization, etc.). If a vendor or individual would like to sponsor portions of our website or social media channels, they can visit nysacac.org/advertise to learn more or contact our Vice President for Communications or Presidents.
- V. The following page(s) and group(s) are currently approved by NYSACAC:
 - A. New York State Association for College Admissions Counseling - page
 - B. NYSACAC Camp College - page
 - C. NYSACAC Summer Institute - group
 - D. NYSACAC Support Group during COVID-19
- VI. We would like to make sure our communications are centralized. The above approved pages/groups are approved to move forward. NYSACAC has determined that no additional pages/groups are necessary at this time. If you do see the need, you will need to receive special permission to establish such groups or pages. If the Committee determines such need exists, we have the ability to create a group as part of our official NYSACAC page, which would be officially linked to our social media and be managed by our Vice President for Communications and Media and Marketing Committee.
- VII. Each communication you send is a representation of NYSACAC especially when done through a NYSACAC communication channel, NYSACAC email address or list serve. We ask for all communications to remain professional in nature and follow appropriate email etiquette as well as accurately reflect the message or policy adopted by NYSACAC. NYSACAC and its SIGs serve a professional population and it is basic (n)etiquette to identify oneself in a message. For senders who identify themselves, you are encouraged to use your professional judgement on what responses would warrant a check-in with Presidents and VP for Communications.
- VIII. At each event you attend in your capacity as a member of NYSACAC, you are acting as a representative of NYSACAC. Recruiting for membership in other organizations at such events is inappropriate and discouraged.
- IX. NYSACAC respects members' right to self-expression when using social media for personal reasons. Members should be professional in their communications and must refrain from engaging in harassment or otherwise violating NYSACAC policies or standards of conduct in communications to or regarding NYSACAC, Members are expected to be fair and courteous to NYSACAC employees, guests, members, conference and event attendees, independent contractors, suppliers, and all people who work or volunteer on behalf of NYSACAC. Members are encouraged to bring any organizational complaints, including complaints regarding NYSACAC social media accounts, to a member of the Executive Board.