

SHASTA HISTORICAL SOCIETY
Communications Policy

POLICY NUMBER: B.07

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CERTIFICATION

We hereby certify that we are the duly elected and acting President and Secretary of the Shasta Historical Society, a 501(c)3 Corporation, and that the proceeding Communications Policy is duly adopted by the Board of Directors by a two-thirds majority as of July 7, 2015.

IN WITNESS WHEREOF, we have signed our name on July 7, 2015.

Gary A. Lewis
President of the Board

R. Russ Peterson
Secretary of the Board

RETENTION

This policy will be in effect indefinitely, unless changed by a two-thirds majority vote of the Board of Directors. In accordance with AASLH STePs Standards and good practices, all policies will be reviewed by the responsible Committee yearly and by the Board of Directors at least once every three years.

Approved July 7, 2015

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PURPOSE

This policy exists to assure that information disclosed by the Shasta Historical Society is timely, accurate, comprehensive, authoritative and relevant to all aspects of the Society. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information.

This media policy applies to all employees of the Society as well as members of its Board of Directors and volunteers. This policy covers all external news media including broadcast, electronic and print.

DESIGNATION OF SPOKESPERSONS

The Executive Director is designated as the Society's principal media contact. The Board President and Executive Director are the official Society spokespersons. They will convey the official the Society position on issues of significance or situations that are particularly controversial or sensitive in nature.

Their responsibilities include:

- Increase public awareness and understanding of The Society, the services that we provide our communities and our future prospects for growth.
- Promote a positive public image of The Society and the work we do to the audiences that are important to the Society.

Depending on the situation, an individual external to the President and Executive Director may be asked to be a spokesperson on a particular issue due to their knowledge, experience and expertise. The Executive Director will oversee the individual who is representing the Society by helping her/him prepare for the media interview as needed.

GUIDELINES FOR TALKING WITH THE MEDIA

- Refer all media calls to the Executive Director. Please do not say you are not allowed to talk to a reporter or have to get permission to do so. Instead, tell the reporter: "The Society policy is to refer all media inquiries to the Executive Director. I will have her/him call you."

GUIDELINES FOR PHOTOGRAPHS AND FILM

A similar process as described above will be used when someone from the media is requesting permission to take photographs or to film inside our facilities. Refer the caller to The Executive Director

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GUIDELINES FOR SEEKING MEDIA COVERAGE

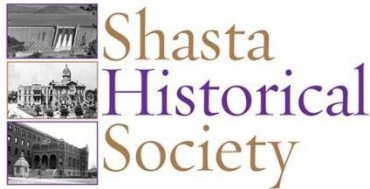
In circumstances in which you believe you have a positive news story to share with the public, contact the Executive Director who will authorize news releases, pitch coverage of particular events or hold news conferences.

These guidelines apply to third party vendors or contracted services.

I. Style Guide

LOGO

All external communication must include the official Shasta Historical Society Logo at least 1 inch in height:



PRINT MATERIALS

In accordance with the AASLH Overarching Statement #7 of the StEPs Accreditation, the Society is aware of issues associated with environmental sustainability and takes steps to conserve resources and protect the environment at the level appropriate for its capacity. Therefore, the Society prints many items on recycled paper with black ink only. In cases when color and other materials are used, the Society aims to conserve resources and reduce waste.

COLOR

Primary – Purple CMYK 28, 70, 0, 41; RGB 109, 46, 151

Secondary – Gold CMYK 0, 25, 52, 36; RGB 163, 122, 78

Neutral – Sand CMYK 0, 8, 34, 24; RGB 194,178,128

FONT

Book Antiqua, 12 pt.

STYLE AND GRAMMAR GUIDES

The Chicago Manual of Style

Historical Research, *The Covered Wagon*, Society Publications, anything with

Endnotes

The Elements of Style

General Audience, Marketing, *The Stagecoach*

NAME

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The Society should be called “The Shasta Historical Society” or “The Society” in all material, never referenced with abbreviation SHS.

SPACING

1 pt. no extra space before or after a line

TEMPLATES

Envelope Layout

Letter Layout

II. Email and Internet

This policy must be followed in conjunction with other Society policies governing appropriate conduct and behavior. The Shasta Historical Society complies with all applicable federal, state and local laws as they concern the employer/employee relationship, and nothing contained herein should be construed to violate any of the rights or responsibilities contained in such laws.

GUIDELINES

The Society has established the following guidelines for employee and volunteer use of the company’s technology and communications networks, including the Internet and e-mail, in an appropriate, ethical and professional manner.

All technology provided by Society, including computer systems, communications networks, company-related work records and other information stored electronically, is the property of the Society and not the employee. In general, use of the Society’s technology systems and electronic communications should be job-related and not for personal convenience.

Employees and volunteers may not use Society’s Internet, e-mail or other electronic communications to transmit, retrieve or store any communications or other content of a defamatory, discriminatory, harassing or pornographic nature. No messages with derogatory or inflammatory remarks about an individual’s race, age, disability, religion, national origin, physical attributes or sexual preference may be transmitted. Harassment of any kind is prohibited.

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Disparaging, abusive, profane or offensive language; materials that might adversely or negatively reflect on Society or be contrary to its legitimate business interests; and any illegal activities – including piracy, cracking, extortion, blackmail, copyright infringement and unauthorized access to any computers on the Internet or e-mail – are forbidden.

Copyrighted materials belonging to entities other than Society may not be transmitted by employees or volunteers on the company's network without permission of the copyright holder. Employees must respect all copyrights and may not copy, retrieve, modify or forward copyrighted materials, except with permission or as a single copy for reference only. Saving copyright-protected information to a network drive without permission is prohibited. Sharing the URL (uniform resource locator or "address") of an Internet site with other interested persons for business reasons is permitted.

Employees and volunteers may not use the system in a way that disrupts its use by others. This includes sending or receiving excessive numbers of large files and "spamming" (sending e-mail to thousands of users.)

To prevent contamination of Society's technology and communications equipment and systems by harmful computer viruses, downloaded files should be checked for possible infection. Also, given that many browser add-on packages (called "plug-ins") may not be compatible with other programs and may cause problems for the systems, downloading plug-ins is prohibited without prior permission from the Executive Director.

Every employee and volunteer of Society is responsible for the content of all text, audio or image files that he or she places or sends over the company's Internet and e-mail systems. No e-mail or other electronic communications may be sent that hide the identity of the sender or represent the sender as someone else. Society's identity is attached to all outgoing e-mail communications, which should reflect corporate values and appropriate workplace language and conduct.

E-mail and other electronic communications transmitted by Society equipment, systems and networks are not private or confidential, and they are the property of the company.

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Therefore, Society reserves the right to examine, monitor and regulate e-mail and other electronic communications, directories, files and all other content, including Internet use, transmitted by or stored in its technology systems, whether onsite or offsite.

Internal and external e-mail, voice mail, and text messages are considered business records and may be subject to discovery in the event of litigation. Employees must be aware of this possibility when communicating electronically within and outside the company.

SOCIETY 'S RIGHT TO MONITOR AND CONSEQUENCES FOR MISUSE

All company-supplied technology, including computer systems, equipment and company-related work records, belongs to Society and not to the user. Users understand the company routinely monitors use patterns, and employees should observe appropriate workplace discretion in their use and maintenance of such company property.

Because all the computer systems and software, as well as e-mail and Internet connections are the property of Society, all company policies apply to their use and are in effect at all times. Any employee who abuses the company-provided access to e-mail, the Internet, or other electronic communications or networks, including social media, may be denied future access, and, if appropriate, be subject to disciplinary action up to and including termination, within the limitations of any applicable federal, state or local laws.

Email Signature Policy

Book Antiqua, 12 pt.

Name

Title

Shasta Historical Society

(530) 243-3720

1449 Market Street

Redding, CA 96001

www.shastahistorical.org

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Mission: To actively preserve, promote, and bring to life the history of Shasta County.
Vision: To build a shared community legacy for the future by preserving our past.
Core Values: Stewardship, Education, Preservation, Community

Reply Emails:

Name

Title

Shasta Historical Society

Email Marketing

COMPLIANCE WITH THE CAN-SPAM ACT

The CAN-SPAM Act (Controlling the Assault of Non-Solicited Pornography and Marketing) lays the foundation for a clear differentiation of “spammers” from permission-based email distributors. Since we all share @shastahistorical.org in our email address, it is important that each mass email follows the regulations of this federal law. A failure to do so can jeopardize your email efforts and also affect other the Shasta Historical Society campaigns.

Email recipients help control spam by reporting back to their email providers, so it is essential you understand your recipients’ rights and adhere to the rules of proper email etiquette. When email recipients report email that appears to be spam to their provider, or a provider’s email system detects email that meets spam filter measures, the provider can “blacklist” a sender (filter out the sender’s email and not deliver it). The Society can be blacklisted due to poor practices. To retain good standing, our email administrator will have to petition the provider and until we are cleared, email from the Society is blocked. We hope to avoid blacklisting through better training and support for all mass email users.

THE CAN-SPAM ACT REQUIREMENTS

The CAN-SPAM Act requires that all companies that send or otherwise "initiate" email marketing must:

1. Refrain from sending any message with a misleading subject heading.

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2. Include in each message a valid return email address or Internet-based reply mechanism that will function for at least thirty (30) days following the transmission of the message.
3. Include a physical postal address in the body of each message.
4. Include a conspicuous notice identifying each message as an advertisement or solicitation. Emails sent to recipients with affirmative consent do not need to include the notice of advertisement.
5. Include in the body of each message a notice explaining how recipients can prevent the transmission of future messages by using the sender's return email address or Internet-based reply mechanism.
6. Honor all "opt-out" requests within ten (10) business days of their receipt.
7. Refrain from selling, exchanging or otherwise transferring the e-mail address of any recipient who has made an "opt-out" request, except as necessary to comply with the Act or other provisions of law.

COMPLIANCE MEASURES

The requirements of the act have been interpreted for specific instances. Society staff and committees can help you determine if these compliance measures apply to your email campaign.

- Transactional or Relationship Message Requirements - These messages must include accurate path information in the email header, but are not subject to the postal address, notification and opt-out requirements outlined above.
- Promotional Content within Transactional or Relationship Messages - A "transactional or relationship message" may contain some content promoting a product or service unrelated to a previous transaction. This promotional material must truly be ancillary to the primary purpose of the communication.
- Pre-Checked Boxes - This passive opt-in does not qualify as affirmative consent. Use unchecked boxes to allow unsubscribe options.
- Advertising Statement - If you're sending mass email without affirmative consent, you must include the aforementioned notice identifying each message as an advertisement or solicitation. Any mass email without affirmative consent must be approved through the Executive Director.
- Multiple Email Newsletters/Messages - If your department distributes more than one type of newsletter or promotional message, you'll need to provide members/recipients

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with a means to unsubscribe from specific individual recurring message types as well as a global unsubscribe and suppression feature. Global suppression ensures that recipients who request it will never receive any future email from your organization.

III. Social Media

Current Shasta Historical Society social media activities:

- Facebook Page
- YouTube channel
- Twitter (@shastahistory)
- Instagram
- Pinterest

POLICIES

WHICH PHOTOS CAN WE USE & WHO DOES THIS

- Content should inform and engage about the Shasta Historical Society, local history, or work with community partners.
- Subject matter should be appropriate (no griping, no inappropriate language; content should be respectful of others).
- Proprietary information (content for members only) may not be posted on any social media site.
- Internal information about personnel or financial matters may not be posted on any social media site.
- Posts on any social media site should be timely and relevant. Casual language and phrasing is condoned and encouraged as long as it is not offensive.
- Content can be repurposed from elsewhere, but should be different than that available on Society's website (more informal postings, e.g. video clips should post to Facebook).
- Personal blogs (non-Society-related and open access) should not comment on Society business matters.
- Only individuals approved by the Board of Directors may post on Society's social media pages. Any recommendations for posts should be sent to an approved individual.

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COPYRIGHT, PERMISSIONS AND CITATIONS

- When quoting any other blog or publication, be sure to provide a web link to the original (if possible) and use quotation marks or block quotes (for longer texts). If you can't link to a publication, cite the title, author, publisher and year of publication.
- When using a photograph found elsewhere on the web, you must do one of the following:
 - Get permission from the original copyright holder (which may not always be same as the site displaying the image)
 - Use an image that is not encumbered by copyright, such as an image that is available under a creative commons license.
- Make sure images other than your own are properly credited, citing the source and photographer's name.

GENERAL RULES

- Recognize that everything you write or receive on a social media site is public. Anyone with access to the Web can get access to your activity on social media sites. Regardless of how careful you are in trying to keep them separate, in your online activity, your professional life and your personal life overlap.
- Use the highest level of privacy tools available to control access to your personal activity when appropriate, but don't let that make you complacent. It's just not that hard for someone to hack those tools and make public what you thought was private.
- You should conduct yourself in social media forums with an eye to how your behavior or comments might appear if we were called upon to defend them. In other words, don't behave any differently online than you would in any other public setting.
- Remember that the terms of service of a social media site apply to what you post and gather on that site. The terms might allow for material that you post to be used in a different way than you intended.
- Additionally, law enforcement officials may be able to obtain by subpoena anything you post or gather on a site without your consent – or perhaps even your knowledge.
- Realize that social media communities have their own culture, etiquette and norms, and be respectful of them.

Glossary & Common Terms

- **Blog Post/Entry:** Content published on a blog. Entries may include pictures or embedded videos and links URLs for online sources used.
- **Blogroll:** An assembly of blog URLs – blogs that the blogger reads regularly – displayed at the sidebar of the blog.
- **Blogs:** A website where individuals provide entries of any type of content from video and podcasts to traditional text and photos in order to inform or create discussions; presented in reverse chronological order.
- **Comments:** Replies or opinions in reference to the topic at hand; usually left on blogposts.
- **Microblogging:** A form of blogging where the entries/posts are limited to certain amount of characters or words, i.e. Twitter.
- **Online community:** A group of people using social media tools and sites on the Internet.
- **Podcasts:** Online audio or visual recordings syndicated on the Internet and available to download to such portable media players as an iPod.
- **QR Code:** a machine-readable code consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone.
- **RSS Feed:** Really Simple Syndication; a system that generates frequently updated information from a site (i.e. blog posts, online articles).
- **Reader:** Aggregates information from RSS Feed into one site.
- **Social Bookmarking:** A method for people to search, organize, store and share items (i.e. blog posts, online articles, pictures, etc.) of interest using the item's URL.
- **Social Media:** A term used to describe tools and platforms people use to produce, publish and share online content and to interact with one another. Social media tools include blogs, podcasts, videos, microblogs and wikis.
- **Social Networking Sites:** Large sites that host multiple communities comprised of people with profiles who have with similar interests. These sites offer a place where people engage with one another online and share content. Example communities include:
 - **Facebook:** An online community for people to connect or re-connect with others.
 - **Instagram:** an online photo sharing social Web service that lets you share your life with friends through a series of pictures captured with a mobile device.

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- LinkedIn: A professional online community used to network with fellow professionals; an online resume sharing site.
- MySpace: A site where people can meet others with similar interests, creating online communities by sharing videos, photos and personal information.
- YouTube: An online site for uploading and discussing videos; videos can also be embedded from YouTube onto such social media sites as blogs or social networks.
- Vimeo: a video-sharing website in which users can upload, share and view videos. (usually shorter than YouTube, and integrated into Facebook or Twitter).
- Flickr: Online site for storing, sharing and commenting on photos.
- Pinterest: Users can upload, save, sort, and manage images – known as pins – and other media content (e.g., videos and images) through collections known as pinboards. Pinterest acts as a personalized media platform. Users can browse the content of others on the main page.
- Twitter: A microblogging community where posts and links are 140 characters or less.
 - Tweet: The post/entry made on Twitter.
 - Hashtag: Similar to regular tags, these are keywords associated and assigned to an item of content with a hash mark (#) attached to the front of the word. Hashtags make it easier to follow a topic of interest discussed on Twitter.
 - Twitter Search: A search engine that filters out real-time tweets.
- Tags: A keyword or term associated and assigned to an item of content (i.e. blog post, video, photo, etc.). Usually added to an item of content to enhance search engine optimization and make content easier to organize and find.
- Webinar: An online seminar.
- Wiki: Webpage used to collect content about a topic. Anyone with access to the pages can edit or modify the information.