Media and Communication Policy of The Society of the Four Arts

The Society of the Four Arts recognizes the importance of our employees in shaping public thinking about The Four Arts and our programs, resources and services. Public opinion and patron engagement is an important part of the marketing strategy of The Society of the Four Arts.

The following document outlines the policy of The Society of the Four Arts as it relates to publicity, promotions, social media, blogging and other communication activities. These guidelines will help employees make appropriate decisions about work-related communications and the contents of personal blogs, personal Web sites, social media accounts and other interactive sites, postings on video or picture sharing sites, or in the comments that employees make online on blogs, elsewhere on the public Internet, and in responding to comments from posters either publicly or via email. Our internal policy on Internet usage and e-mail practices, as outlined in the employee manual, remains in effect in our workplace. These guidelines also protect the privacy, confidentiality, and interests of our company and our current and potential products, employees, partners, customers, and competitors.

It is important to note that these policies and guidelines apply only to work-related communications and are not meant to infringe upon personal interaction or commentary. Nothing in this policy is designed to limit an employee’s right under Section 7 of the National Labor Relations Act, including discussing wages or other terms of employment.

Press, Promotions and Advertising

Employees are not permitted to speak to members of the media about the activities or programs of The Society of the Four Arts without first discussing it with the Communications department. For the purpose of this policy “media” includes both traditional and new media journalists, bloggers and other outlets not specifically defined herein.

All printed materials promoting The Society of the Four Arts, its programs, facilities or events should be requested through Communications. Depending on the type of piece needed, department heads may undertake the creation of flyers and other basic materials that are done in house, but should still discuss materials and show them to the Communications department prior to any printing or distribution.

Employees should provide ten copies of all materials produced for The Four Arts archives. The term “printed materials” includes (but is not limited to) newsletters, postcards, invitations, flyers, and brochures.
Employees should utilize the official stationery and business cards of The Society of the Four Arts. Reprints and changes should be requested from The Communications department, allowing two weeks for production and delivery. Employees are prohibited from creating their own version of Four Arts stationery.

Employees are welcome and encouraged to “spread the word” about the Four Arts at networking events. Any promotional presence at an outside event, however, should be managed by the marketing and public relations department. “Promotional presence” includes (but is not limited to) having a table or booth promoting The Society of the Four Arts, setting up signage, banners or displays promoting The Four Arts, distribution of Four Arts promotional items, or acting as an event sponsor. In cases where an employee from another department is the most appropriate representative at an event, the employee should work with the Communications department in advance of the event to ensure the opportunity to provide support, materials, and ensure a consistent message.

Social Media, Blogging and Online Content Development

Work life at The Four Arts takes up a significant part of our day and often involves interesting experiences that employees want to share. If employees are developing a Web site or writing a blog that will mention The Four Arts and/or our current and potential programs, employees, partners, donors, and patrons, identify that yourself as an employee of the organization and that the views expressed are yours alone and do not represent the views of the company.

Unless given permission by the President or Director of Advancement and Communications, employees are not authorized to represent the Four Arts through the use of Four Arts logos, images of the Four Arts, names of Four Arts buildings or programs, or any other taglines or slogans.

All Four Arts social media accounts, websites, publications, and communications must be coordinated through the marketing and public relations department. The creation of unauthorized accounts representing The Society of the Four Arts will not be tolerated.

Important Note: Employees are strongly encouraged to share photos, materials and other suggestions for social media content. Ideas and suggestions for social media content should be presented to the Marketing and Public Relations department.

All photographs and video taken using Four Arts equipment, (including mobile devices paid for by The Society of the Four Arts,) are the property of the Society of the Four Arts. Proper credit will be given to photographers when requested and appropriate.
To avoid confusion about registration, payments and attendance, employees should not utilize outside online event registration software, e-vite services, Facebook event invitations or other websites that enable registration, accept payment, or otherwise appear to represent a Four Arts event or program. If new websites, registration software or other collateral (digital or printed) is required, notify the Communications Department.

If an employee is developing personal content that mentions The Society of the Four Arts and / or our current and potential programs, employees, partners, patrons, and presenters, understand that it is reasonable and should be expected that managers will visit employees’ personal website(s) in order to ensure the accuracy of information and understand the expressed point of view. □

Employees who are authorized to post social media content on behalf of the Four Arts should not change any account information such as user names and passwords, without notifying the Director of Advancement and Communications and the Director of Technology Services. If a security concern requires a change to a password, notify the Director of Marketing and the Director of Technical Services of the new password immediately.

Confidential Information
Employees may not share information that is confidential and proprietary about The Four Arts. This includes information about donations, donors, program announcements that have not yet been made public, patron information, information that could compromise the security of the Four Arts and its employees, and any other information that has not been publicly released by the Four Arts. These are given as examples only and do not cover the range of what the Four Arts considers confidential and proprietary. Questions of whether information has been released publicly or doubts of any kind, should be discussed with a manager and the Communications department before releasing information that could potentially embarrass our organization, or interfere with promotions and other outreach or fundraising efforts.

Ethics, Respect and Privacy Rights
Speak respectfully about the organization and our current and potential employees, customers, partners, and competitors. Do not engage in name calling or behavior that will reflect negatively on the good reputation of The Society of the Four Arts. Note that the use of copyrighted materials, unfounded or derogatory statements, or misrepresentation can result in disciplinary action up to and including employment termination.

While The Four Arts has no interest in policing the personal behavior and opinions of its employees, employee are urged and expected to use caution and judgment when wearing clothing or carrying bags bearing The Four Arts logo, or when
discussing The Four Arts in a public setting (both online and in person). We encourage all employees to communicate knowledgeably, accurately, and using appropriate professionalism. Despite disclaimers that “your opinion is your own,” the words and actions of Four Arts employees can result in members of the public forming opinions about the organization and its employees, partners, and programs.

Honor the privacy rights of our employees and patrons by seeking their permission before writing about or displaying internal company happenings that might be considered to be a breach of their privacy and confidentiality, even if you are not representing The Society of the Four Arts. Do not photograph or videotape people without their permission, and obtain written permission from parents or guardians when photographing children.

**Enforcement of Policy**
Employees who are unclear about the policy will be counseled on the appropriate communication procedures and are encouraged to bring any questions or concerns to their manager or the Communications department. Repeated violations of this policy will result in disciplinary action, up to and including termination. Blatant and intentional misuse of the Four Arts’ good name, reputation, or proprietary information that is determined to be harmful or embarrassing to the organization and its employees may result in immediate termination.

November 21, 2019