



Communications & IT Policy Manual

June 21, 2023

Table of Contents

Table of Contents	2
Stakeholders	4
Communications Committee	4
IT Subcommittee	4
Messaging & PR Subcommittee	4
Overview	4
1.1 Purpose and Scope	5
1.2 Applicability and Enforcement	5
Roles and Responsibilities	5
2.1 Communications Committee	5
2.2 Social Media Managers	6
2.3 Content Creators	6
2.4 Contributors	6
Password Management and Access Control	7
3.1 Password Storage	7
3.2 Password Sharing	7
3.3 Account Access	7
3.4 Access Termination	8
Social Media Guidelines	8
4.1 Content Creation and Curation	8
4.2 Official Voice and Branding	8
4.3 Responding to Comments and Messages	8
4.4 Crisis Management	9
4.5 Legal and Ethical Considerations	9
4.6 Personal Accounts	9
Email Communications: The Quill	10
5.1 Content Guidelines	10
5.2 Press Releases	10
5.3 Distribution and Subscriber Management	10
5.4 Data Privacy and Protection	11
Monitoring and Compliance	11
6.1 Regular Audits and Reviews	11
6.2 Incident Reporting and Response	11
6.3 Consequences for Non-Compliance	12
Training and Awareness	12
7.1 Onboarding for New Team Members	12
7.2 Ongoing Training and Updates	12
7.3 Intraparty Awareness Campaigns	13
Fiscal Considerations	13
8.1 Discretionary Expenses	13
8.2 Payments	13

8.3 Budget Preparation and Approval.....	14
Policy Review and Updates.....	14
9.1 Regular Review.....	14
9.2 Policy Updates.....	14
9.3 Version Control.....	15
Versioning Schema.....	15
Additional Considerations.....	16
10.1 Adoption of the Communications & IT Policy Manual.....	16
Documents.....	16
Committees.....	16
Communications Committee.....	16
Training and Awareness Subcommittee.....	16
Incident Response and Resolution Subcommittee.....	16
IT Subcommittee.....	16
Next Steps.....	16
Policy Manual Updates.....	17

Stakeholders

Communications Committee

The Communications Chair is appointed by the Executive Committee annually, after the annual convention. Additionally, any LPF members may apply to join the Communications Committee after the annual convention. Members should be trusted people within the community, who enjoy spreading the message of liberty.

IT Subcommittee

The IT Subcommittee Chair (a unique position, not to be confused with the IT Director) is appointed by the Communications Committee annually, after the annual convention. Additionally, any LPF members may apply to join the IT Subcommittee after the annual convention. Members should be trusted people within the community, who have unique technical and computer skills.

Messaging & PR Subcommittee

The Messaging & PR Subcommittee Chair is appointed by the Communications Committee annually, after the annual convention. Additionally, any LPF members may apply to join the Messaging & PR Subcommittee after the annual convention. Committee members should be trusted people within the community, who have unique digital advertising and social media skills.

Overview

The Communications Committee is created and enabled under the LPF Bylaws Art. III for the purpose of facilitating communications between the LPF and county affiliates, LPF members, and the general public.

Art. III, Section 5. Communications Committee

The Communications Committee is tasked with developing and implementing a plan or plans to facilitate two-way communications between the LPF and county affiliates, and the LPF and other interested parties. Plan(s) should be particularly focused on effective implementation of social media technology, in addition to using conventional channels of communication. The Communications Committee shall also function as the distribution channel for LPF press releases, and perform other communications tasks as the Executive Committee may delegate from time to time.

1.1 Purpose and Scope

The purpose of this Communications & IT Policy Manual is to document the principles and policies governing the Communications Committee of the Libertarian Party of Florida's practices.

The scope of this policy covers all official LPF communications including posts on the LPF website, social media accounts (including but not limited to Twitter, Facebook, YouTube, and Instagram), email communications (particularly The MailChimp List and The Quill), and any other communication channels that may be adopted in the future. This policy also applies to personal accounts of official representatives of the LPF when used in relation to LPF business or for representing the party.

1.2 Applicability and Enforcement

This policy applies to all LPF staff, volunteers, members, and any individuals who have access to or are responsible for managing the party's creative assets, social media accounts, email communications, or other official communication channels, such as the lpf.org website. This includes members of the Communications Committee, Social Media Managers, Content Creators, and Contributors.

It is the responsibility of all individuals covered under this policy to comply with its guidelines and procedures. Failure to adhere to these guidelines may result in disciplinary action, including but not limited to removal of access privileges, reprimands, or termination of membership from the committee, as deemed appropriate by the LPF leadership.

The Communications Committee, in coordination with the LPF leadership, will enforce this policy and ensure compliance through regular monitoring, audits, and incident response measures.

Roles and Responsibilities

2.1 Communications Committee

The Communications Committee & its subcommittees are responsible for overseeing the development, implementation, and ongoing management of the Communications & IT policy manual. The committee will work in close collaboration with LPF leadership to ensure that the policy guidelines align with the party's goals, values, and legal requirements. Responsibilities of the Communications Committee include:

- Establishing and maintaining the policy manual
- Coordinating with other committees and stakeholders
- Monitoring compliance with the policy guidelines

- Conducting regular audits and reviews
- Providing guidance and support to Social Media Managers, Content Creators, and Contributors

2.2 Social Media Managers

Social Media Managers are responsible for the day-to-day management of LPF's official social media accounts. Their responsibilities include:

- Developing and implementing social media strategies in line with the policy manual
- Coordinating with Content Creators and Contributors
- Monitoring and responding to comments, messages, and inquiries on social media platforms
- Ensuring adherence to the policy manual's guidelines and procedures
- Reporting any incidents, breaches, or concerns to the Communications Committee
- Ensuring compliance with Americans with Disabilities Act (ADA), within reason (Although not required, it may help website SEO rankings, etc.

2.3 Content Creators

Content Creators are responsible for producing original content for LPF's website, social media platforms, and email communications. They must follow the guidelines and procedures outlined in the policy manual to ensure that their content is consistent with the party's messaging and branding. Responsibilities of Content Creators include:

- Researching and writing content for news articles, blog posts, press releases, social media posts, email communications, and other channels
- Collaborating with Social Media Managers to develop and execute content strategies
- Ensuring that content is accurate, up-to-date, and adheres to the policy manual's guidelines
- Obtaining necessary approvals for content publication per the [LPF Style Guide](#).

2.4 Contributors

Contributors are individuals who provide occasional content, ideas, or support for LPF's website, social media platforms and email communications. They may include party members, volunteers, or other stakeholders who are not directly involved in the daily management of communication channels. Contributors must adhere to the guidelines and procedures outlined in the policy manual when providing content or ideas for LPF's communication channels.

Responsibilities of Contributors include:

- Submitting content, ideas, or feedback to Social Media Managers or Content Creators
- Ensuring that any content provided aligns with the policy manual's guidelines and procedures

- Respecting the roles and responsibilities of other individuals involved in LPF's communication channels
- Reporting any concerns or incidents to the Communications Committee or Social Media Managers

Password Management and Access Control

3.1 Password Storage

To protect the security and integrity of LPF's social media accounts, email communications, websites, and other communication channels, all passwords must be stored securely. Passwords are strongly encouraged to be kept in a dedicated and encrypted password management tool, accessible only to authorized individuals. This includes select Communications Committee Members, the LPF Chair, and the LPF Secretary. If this is not possible, they should at a minimum be stored in an encrypted document. The Communications Committee will be responsible for managing the password management tool or encrypted document and ensuring its security.

3.2 Password Sharing

Password sharing is strongly discouraged. In situations where access to a specific account or tool must be granted to multiple individuals, the use of shared access roles or group accounts should be considered. If password sharing is deemed necessary, it should be done securely through the password management tool or encrypted document, and access should be granted on a need-to-know basis.

3.3 Account Access

Access to LPF's website, social media accounts, email communications, admin access on Discord, and other communication channels should be granted only to individuals with a legitimate need for such access, as determined by their roles and responsibilities. The Communications Committee and LPF leadership will be responsible for determining and granting appropriate access levels.

When granting access, the principle of least privilege should be applied, meaning that individuals should be granted only the minimum level of access necessary to perform their duties. Regular audits should be conducted to ensure that access levels remain appropriate and that any changes in roles or responsibilities are reflected in the access granted.

The LPF Chair, the Communications Committee Chair, and the IT Subcommittee Chair should be granted maximum level access to all assets. This includes email creation, websites, CRM (include exporting capabilities), social media, Black Board, BaseCamp, and docs.lpf.org.

3.4 Access Termination

When an individual's involvement with LPF or committee comes to an end, or if their role or responsibilities change in a way that no longer requires access to specific accounts or tools, their access should be terminated immediately. The Communications Committee, in coordination with LPF leadership, will be responsible for ensuring that access is promptly revoked when necessary.

In cases where an individual's access to an account or tool is terminated, passwords should be changed as a precautionary measure. This will help to protect the security of LPF's communication channels and reduce the risk of unauthorized access.

Social Media Guidelines

4.1 Content Creation and Curation

Content created and shared on LPF's social media accounts should align with the party's values, goals, and messaging. Content should be accurate, informative, and engaging, with a focus on promoting LPF's candidates, initiatives, events, and achievements. Content creators should also consider sharing relevant news, articles, or updates from credible sources that align with the party's interests.

4.2 Official Voice and Branding

All content shared on LPF's official social media accounts should reflect the official voice and branding of the party. This includes the use of consistent language, tone, and visual elements that represent the LPF brand. The Communications Committee should provide guidance on the party's voice and branding, as well as any templates, logos, or other materials that may be required for content creation. This should include recommendations to county affiliates as a point of reference.

4.3 Responding to Comments and Messages

Social Media Managers should monitor and respond to comments, messages, and inquiries on LPF's social media platforms in a timely and professional manner. Responses should be informative, respectful, and in line with the party's values and messaging. In cases where comments or messages are inappropriate, offensive, or clearly spam, Social Media Managers should follow the guidelines established by the Communications Committee for handling such situations.

- Do: RT relevant people & tweets on Florida Folks, LPF Affiliates lists.

- Do: Post about top issues like guns/constitutional carry, weed, property insurance, mandates, etc.
- Do: Share important tweets with the Libertarian Party party & Florida Tweet Amp DM & LPF Affiliates groups.
- Do: Point out bad takes by government officials, especially Florida government officials.
- Don't: Engage too much with the trolls. The best tactic is to use the mute button.
- Don't: Make personal attacks; professional. Common sense.
- Don't: Block. Use the mute button.

We like to post on Facebook daily, even if it's just a funny libertarian meme. Keep an eye out for candidate posts, and share other LP affiliates and relevant org posts too.

Like Twitter, we try to do our best not to feed the trolls.

4.4 Crisis Management

In the event of a crisis or negative publicity, the Communications Committee, in collaboration with LPF Chair and leadership, should develop and implement a crisis communication plan. This may include monitoring and addressing any negative comments or posts on social media platforms, sharing official statements, or providing updates as necessary. The goal is to manage and mitigate the impact of the crisis on the party's reputation and public image.

4.5 Legal and Ethical Considerations

All content shared on LPF's social media platforms must adhere to applicable laws and ethical guidelines. This includes, but is not limited to, respecting copyright and intellectual property rights, avoiding defamation and libel, compliance with state and federal law regarding [paid political ads](#), the required disclaimer that must be included with all paid media, and adhering to privacy regulations. The Communications Committee should provide guidance on legal and ethical considerations and ensure that all content creators are aware of their responsibilities in this regard.

4.6 Personal Accounts

While using personal social media accounts, LPF staff, volunteers, and members should exercise caution when discussing party-related matters or representing the party. Personal opinions should be clearly distinguished from official LPF positions, and any content shared should not compromise the party's reputation or violate the guidelines set forth in this policy manual.

LPF Standing Rules explicitly allow using LPF abbreviation and branding by external entities if they are factually referring to the LPF. All other uses are reserved to the LPF and its affiliates (See:Florida Statute [103.081](#)) .

Email Communications: The Quill

5.1 Content Guidelines

The Quill serves as the official monthly email communication for the Libertarian Party of Florida. Content for The Quill should be carefully curated to ensure it is relevant, informative, and engaging for subscribers. Content may include updates on LPF activities and initiatives, candidate events and volunteer opportunities, event announcements, success stories, and educational materials related to libertarian principles and policy positions.

All content created for The Quill should adhere to the same guidelines and procedures as content created for LPF's social media platforms, including the use of consistent language, tone, and branding. The Communications Committee should provide guidance and support to ensure that all content aligns with the party's values and messaging.

The Quill is a group effort that we send out monthly. Check with your local affiliates if they have any candidates or stories they want to get out. If you see something interesting on social media, send a link to communications@lpf.org.

5.2 Press Releases

The LPF uses Press Releases to convey important and timely information directly to the members of the media regarding policy, candidates, ballot initiatives, events, etc. Content may include updates on LPF activities and initiatives, candidate events and volunteer opportunities, event announcements, success stories, and educational materials related to libertarian principles and policy positions.

All content created for Press Releases should adhere to the same guidelines and procedures as content created for LPF's social media platforms, including the use of consistent language, tone, and branding. The Communications Committee should provide guidance and support to ensure that all content aligns with the party's values and messaging.

5.3 Distribution and Subscriber Management

The Communications Committee is responsible for managing the distribution of The Quill to subscribers. This includes maintaining an up-to-date email list, ensuring the timely delivery of each monthly issue, and monitoring email open rates and engagement metrics.

Subscriber management should be handled in a manner that respects individual privacy and complies with relevant data protection regulations. The Communications Committee should implement measures to protect subscriber data, such as encryption and secure storage, as well as establish procedures for handling unsubscribe requests and email bounces.

5.4 Data Privacy and Protection

LPF is committed to respecting the privacy of its subscribers and ensuring the security of their personal information. The collection, storage, and processing of subscriber data should be carried out in accordance with applicable data protection laws and regulations.

The Communications Committee should develop and maintain a privacy policy specific to The Quill, outlining how subscriber data is collected, used, and protected. This policy should be made available to subscribers and should be regularly reviewed and updated as necessary to ensure ongoing compliance with legal and ethical obligations.

Monitoring and Compliance

6.1 Regular Audits and Reviews

To ensure ongoing compliance with this Communications & IT policy manual, the Communications Committee should conduct regular audits and reviews of LPF's websites, social media accounts, email communications, and other communication channels. These audits should assess the effectiveness of the policy guidelines, identify potential areas of improvement, and detect any instances of non-compliance.

The frequency and scope of audits and reviews should be determined by the Communications Committee in consultation with LPF leadership. Results of audits and reviews should be documented and shared with relevant stakeholders to inform necessary updates or adjustments to the policy manual.

6.2 Incident Reporting and Response

In the event of a policy violation, security breach, or any other incident related to LPF's communication channels, it is essential for individuals involved to promptly report the incident to the Communications Committee. The committee should establish a clear reporting procedure, including contact information and response protocols.

Upon receiving an incident report, the Communications Committee should take appropriate action to address the issue, which may include:

- Investigating the incident and determining its cause and impact
- Implementing corrective measures to prevent further damage or non-compliance
- Coordinating with relevant stakeholders, such as LPF leadership, legal counsel, or external partners
- Documenting the incident and lessons learned to inform future policy updates and training efforts

6.3 Consequences for Non-Compliance

Failure to comply with the guidelines and procedures outlined in this policy manual may result in disciplinary action, depending on the severity and nature of the violation. Consequences for non-compliance may include:

- Written or verbal warnings
- Suspension or revocation of access privileges to LPF communication channels
- Additional training or counseling
- Referral to Executive Committee for removal from Committee

The Communications Committee, in coordination with LPF leadership, is responsible for determining appropriate disciplinary measures based on the specific circumstances of each case. The policy manual should be consistently and fairly enforced to ensure the integrity and effectiveness of LPF's communication channels.

Training and Awareness

7.1 Onboarding for New Team Members

To ensure that all individuals involved in the management and use of LPF's website, social media accounts, email communications, and other communication channels are aware of their responsibilities and the guidelines outlined in this policy manual, a comprehensive onboarding process should be implemented. The Communications Committee, in collaboration with LPF leadership, should develop an onboarding program that covers:

- An overview of the Communications & IT policy manual
- Specific guidelines and procedures related to each individual's role and responsibilities
- Training on the use of relevant tools and platforms
- Legal and ethical considerations, such as data privacy and intellectual property rights

7.2 Ongoing Training and Updates

To maintain awareness and understanding of the policy manual and ensure that all individuals involved in LPF's communication channels stay up-to-date with any changes or updates, regular training sessions should be conducted. These sessions may include:

- Refresher courses on the policy guidelines and procedures
- Workshops or seminars on best practices for social media management and content creation
- Updates on legal and ethical considerations, such as changes in data protection laws or social media platform policies

- Training on new tools or platforms adopted by LPF

7.3 Intraparty Awareness Campaigns

In addition to formal training sessions, the Communications Committee should consider implementing awareness campaigns to reinforce the importance of the policy manual and promote a culture of compliance and responsible communication. These campaigns may involve:

- Regular reminders or updates via email, internal newsletters, or team meetings
- Sharing success stories or examples of best practices related to the policy manual
- Encouraging open dialogue and feedback on the policy guidelines and their implementation

By fostering a culture of awareness and ongoing learning, LPF can ensure that its communication channels remain effective, secure, and consistent with the party's values and goals.

Fiscal Considerations

8.1 Discretionary Expenses

LPF's discretionary budget for the Communications Committee can be used for expenses such as:

- Software & Applications
- Advertising
- Office supplies
- Training
- Other expenses that are not covered by other funding sources

The Communications Committee will vote on all expense motions before sending to the Treasurer for approval. Once approved by the Treasurer, the motion can be presented to the Executive Committee for an official vote to adopt; prior to the discretionary budget being exceeded, the Communications Chair must request approval from the Executive Committee.

8.2 Payments

Expenses that are approved in accordance with this policy should be paid directly by the LPF Treasurer via check, ACH, or party debit card. If direct payment by the LPF Treasurer is not

possible or practical, committee members may pay authorized expenses personally and request a reimbursement from the LPF Treasurer with a receipt and authorizing motion.

8.3 Budget Preparation and Approval

The LPF Chair will announce the frequency for budget requests, usually quarterly or annually. The Communications Chair is responsible for submitting a detailed list of requests for the Committee to the EC for approval.

- Item name
- Cost for the timeframe
- Vendor
- Justification

The Communications Chair should take current operations and funding into account to obtain this information. A review or audit of the effectiveness and usage is recommended.

New budget proposals and ad hoc expenditures need to be approved by the EC. Contracts should be submitted to the Audit Committee for review before submitting to the EC.

Policy Review and Updates

9.1 Regular Review

To ensure that the Communications & IT policy manual remains relevant, effective, and in line with evolving best practices and legal requirements, the Communications Committee should conduct regular reviews of the policy guidelines and procedures. Reviews should assess the overall effectiveness of the policy, identify areas for improvement, and ensure that the policy continues to support LPF's goals and values.

The frequency of reviews should be determined by the Communications Committee in consultation with LPF leadership. Reviews should take into account any feedback from stakeholders, lessons learned from incident reports, and changes in the broader IT and communications landscape.

9.2 Policy Updates

Following a policy review, the Communications Committee may identify necessary updates or revisions to the policy manual. Updates may be required to address changes in:

- Legal and regulatory requirements, such as data protection laws or social media platform policies
- Best practices for social media management, content creation, and email communications

- LPF's strategic goals, messaging, or branding
- The roles and responsibilities of individuals involved in LPF's communication channels

When updates are made to the policy manual, the Communications Committee should communicate these changes to all relevant stakeholders and ensure that they are incorporated into training materials and awareness campaigns.

9.3 Version Control

To maintain a clear record of the policy manual's evolution and ensure that all individuals involved in LPF's communication channels are working from the most current version of the document, the Communications Committee should implement a version control system. This system should include:

- A method for tracking changes and updates to the policy manual
- A clear version numbering or dating system
- A process for distributing the most current version of the policy manual to all relevant stakeholders

By regularly reviewing and updating the Communications & IT policy manual, LPF can ensure that its communication channels remain secure, effective, and aligned with the party's values and goals.

Versioning Schema

The below components make up the versioning schema, which should be placed in the footer of the document, and updated when any changes are made to the Manual.

Communications & IT Policy Manual

Version: X.Y.Z

Date: YYYY-MM-DD

X: Major version number (incremented for significant changes or updates to the policy manual)

Y: Minor version number (incremented for minor updates or revisions)

Z: Patch number (incremented for minor corrections, such as typos or formatting fixes)

Version 1.0.0 - Initial release of the policy manual

Version 1.1.0 - Minor update with additional guidelines

Version 1.1.1 - Patch for typo corrections

Additional Considerations

10.1 Adoption of the Communications & IT Policy Manual

After the Communications & IT Policy Manual is adopted, the following documents, committees, and next steps should be considered to ensure effective implementation and ongoing improvement:

Documents

- Communications & IT Policy Manual Implementation Plan
- A detailed plan outlining the steps and timeline for implementing the policy manual across the organization
- Training Materials
- Presentations, guides, or other resources for training team members on the guidelines and procedures outlined in the policy manual
- Incident Report Forms
- Standardized forms for reporting policy violations, security breaches, or other incidents related to the organization's communication channels

Committees

Communications Committee

Responsible for overseeing the implementation, monitoring, and enforcement of the policy manual, as well as conducting regular reviews and updates

Training and Awareness Subcommittee

A subcommittee focused on developing and delivering training materials, as well as organizing awareness campaigns to promote compliance with the policy manual

Incident Response and Resolution Subcommittee

IT Subcommittee

A subcommittee responsible for handling incident reports, conducting investigations, and implementing corrective measures as needed. This subcommittee should at a minimum consist of an Executive Committee member not on the Communications committee, the Communications Committee Chair, and the IT Director.

Next Steps

- Rules & Bylaws Review: Present the policy manual to the Rules Committee for review to ensure it is not out of order with LPF rules and bylaws.

- Policy Manual Adoption: Present document to the LPF Executive Committee, to formally adopt the Communications & IT Policy Manual. Note, this is not a required step, but helps formalize across the organization.
- Implementation Plan Development: Create a detailed implementation plan, including timelines, responsibilities, and resources needed to effectively roll out the policy manual
- Training and Awareness: Develop training materials and organize training sessions for team members involved in the management and use of LPF's communication channels
- Establish Reporting Procedures: Develop a clear process for reporting incidents related to the organization's communication channels and ensure that all relevant stakeholders are aware of this process
- Regular Audits and Reviews: Schedule and conduct regular audits and reviews of the organization's communication channels to ensure ongoing compliance with the policy manual

Policy Manual Updates

Periodically review and update the policy manual to address changes in the IT and communications landscape, as well as to incorporate lessons learned from incident reports and audits

By taking these steps, the organization can effectively implement the Communications & IT Policy Manual and ensure that its communication channels remain secure, effective, and aligned with the party's values and goals.