



Communications Policies and Guidelines

United Nations Association Broward County Chapter (UNA Broward)

Traditional and Digital Media at the United Nations Association of Broward County Chapter (UNA Broward) is an integral communication tool to convey key messages to different stakeholders. UNA of Broward Board of Directors, Members, Volunteers, Collaborators, and Partners are our key advocates. While we encourage UNA Broward stakeholders to share UNA Broward content on their personal network and platforms, it is important to remember that you represent the organization and its values.

These guidelines are a reminder of the value of tact, discretion, care and good judgment when using different communications' channels and personal digital media.

- ☐ Be kind and reflect if the post promotes positiveness. If you are in doubt, don't post.
- ☐ Be Accurate by making sure any information you share is up to date, and has been verified.
- ☐ Share UNA Broward content on personal social media pages.
- ☐ Give credit when sharing someone else's content.
- ☐ Tag @UNABroward or use #UNABroward #SDGsBroward in posts aligned with the values and mission.
- ☐ Follow UNA Broward Code of Ethics and Conduct.
- ☐ Use UNA Broward communication channels by requesting support to the Communications Committee.
- ☐ Use UNA and UNA Broward branding templates provided by leaders or available at UNA Slack Forum. Otherwise, request guidance and/or approval from the Communications Committee.
- ☐ Use standard email etiquette and be mindful sharing and liking posts from other accounts, which could be interpreted as an endorsement of the facts and opinions such posts represent.
- ☐ You may disclose your affiliation on your personal social media pages, it should live in your bio and should never be represented in your username. For example, use @Bob rather than @UNABrowardBob.



**UNITED NATIONS ASSOCIATION
OF THE UNITED STATES OF AMERICA**
Broward County Chapter

- ☐ You may disclose your affiliation on your personal email, it should live in your signature and should never be represented in your email address. For example, use bob@gmail.com rather than unabrowardbob@gmail.com
- ☐ Only the Communications Committee shall create “UNA Broward” channels following the UNA Broward bylaws and UNA-USA branding guidelines.
- ☐ It is prohibited using your UNA Broward affiliation in connection with the promotion of politics, religious matters or positions on any issue against our principles.
- ☐ Respect individuals’ privacy rights, particularly when sharing, posting photos and videos. Do not post information or images in a personal capacity without their express permission.

Definitions:

Communications: “The distribution of message...Communications is a technical term that defines the act of mass communications. It is things such as radio transmissions and technology.” Dr. Wagner, Xavier University

Public Relations: “Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. At its core, public relations is about influencing, engaging and building a relationship with key stakeholders across numerous platforms in order to shape and frame the public perception of an organization.” PRSA

Marketing: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (Approved 2017)

Traditional Media: Any form of mass communication available before the advent of digital media. This includes television, radio, newspapers, books, and magazines.

Digital Media: Digital media is any form of media that uses electronic devices for distribution. This form of media can be created, viewed, modified and distributed via electronic devices. Digital media is commonly used software, video games, videos, websites, social media, and online advertising.

Content: Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. Digital media might come in



**UNITED NATIONS ASSOCIATION
OF THE UNITED STATES OF AMERICA**
Broward County Chapter

the form of videos, articles, advertisements, music, podcasts, audiobooks, virtual reality, or digital art.

Spokesperson: a person who speaks as the representative of another or others often in a professional capacity

Proprietary Event: Very simply it has only one focus — your brand, company or association. It is all about your messaging with no distractions from one-off sponsors, exhibitors or other brand managers in the organization. It is about YOUR message — all the time.

Supporting Event: Nonproprietary events in which UNA Broward participates.

References used:

<http://redcrossyouth.org/wp-content/uploads/2020/03/social-media-guidelines-poster.pdf>

<https://boardsource.org/wp-content/uploads/2020/07/Social-Media-Governance.pdf?hsCtaTracking=9059c5de-df46-49be-b447-08a19597b2f3%7C97ca3295-5e3a-4d95-9c2c-c984a1508fbf>

<https://hr.un.org/sites/hr.un.org/files/handbook/UNS%20personal%20use%20social%20media%20guidelines.pdf>

https://unausa.org/wp-content/uploads/2019/02/UNAUSA_Handbook_Feb1_digital-version_FINAL.pdf

<https://www.prsa.org/about/all-about-pr>

<https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
<https://www.digitallogic.co/blog/what-is-digital-media/>

<https://online.maryville.edu/blog/what-is-digital-media/>

<https://contentmarketinginstitute.com/what-is-content-marketing/>

<https://www.thesmartsource.com/blog/proprietary-event-the-new-trend-in-events/>