

Communication Policy

1. Overview

- a. The purpose of this policy is to provide guidelines and direction for communications undertaken by the Fresno State Alumni Association (FSAA) through its various communication platforms.
- b. This policy applies equally to all FSAA staff, board members, students employed by the FSAA involved with FSAA communication, and any FSAA constituency alumni groups, including but not limited to alumni and friends Chapters, Clubs and Networks.

2. Scope

- a. The guidelines and direction provided in this policy apply to, but are not limited to the FSAA's:
 - i. Website(s)
 - ii. Social media platforms, including: Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, and other social media the FSAA may expand to include.
 1. This includes any social media monitored by the FSAA for its constituency alumni groups, including, but not limited to Chapters, Clubs and Networks.
 - iii. Newsletter(s)
 - iv. Email marketing
 1. Note: To ensure compliance with Fresno State's data management policies, and email marketing laws, all mass email marketing shall be handled by the FSAA using its content management system (CSM) or email marketing software.
 2. For additional information regarding data management see Section 7.
 - v. Print communication, including letters, brochures, direct mail campaigns, etc.
 - vi. Blog(s) managed by the FSAA
 - vii. Other communications

3. Content

- a. Consistent with Article 15 (Section 42397, 42397.1) and the FSAA's Articles of Incorporation (Section 2.I.II.IV), the FSAA is a non-profit, public benefit organization and is not organized for the private gain of any person. The FSAA will operate within compliance of these guidelines, including ensuring all constituency alumni groups are in compliance with the aforementioned documents.
- b. Content published on the FSAA's communication platforms will:
 - i. Support the welfare and fellowship of its diverse alumni, current students, and friends.
 - ii. Support, encourage, and promote the interests of the FSAA and Fresno State.
 - iii. Serve to further the accomplishment of the FSAA's core values of Engagement, Scholarship and Recognition.

Communication Policy

- iv. Strengthen and extend awareness and recognition of the value of the FSAA among alumni and friends, Fresno State, and in the community and region.
- v. Specific examples of content include, but are not limited to: Celebrating accomplishments of Fresno State alumni; story-telling; promoting events planned by the FSAA, its constituency alumni groups, and Fresno State; content produced by other entities, including but not limited to entities at or of Fresno State, that serves to further the goals and interests of the FSAA, its affiliates, and Fresno State.
- c. Content will not promote or advocate for the personal or private gain of any individual.
- d. Content will not promote or advocate propaganda, attempt to influence legislation, or participate, advocate or intervene in any political campaign (including the publishing or distribution of statements) on behalf of any candidate for public office.
- e. Content will not promote anything that does not further the direct interests, goals and primary purposes of the FSAA, Fresno State, and the entity (the FSAA or one of its affiliate organizations) which is publishing the content.
- f. When questions arise as to the relevance or acceptability of content, final determination will be made by the FSAA staff member with primary oversight of FSAA communications and, as needed, in collaboration with the FSAA Executive Director.

4. Security and account management

- a. All usernames and passwords will be maintained by the FSAA staff member in charge of FSAA communications.
- b. Prior to the creation of new communication channels, FSAA staff, board members, students employed by the FSAA and constituency alumni groups will consult the FSAA staff member in charge of communications.
- c. Usernames and passwords will be updated as necessary. This will be performed by the FSAA staff member in charge of communications.
- d. No entity may add, delete, change or otherwise alter usernames and passwords.

5. Staff guidelines

- a. Media relations
 - i. The official spokesperson of the FSAA shall be the FSAA Executive Director or their designee.
- b. Social media accounts
 - i. Account management
 - 1. FSAA staff with primary responsibility for FSAA social media, in order to protect the interests of the FSAA as well as the individual, when necessary and able, will establish social media accounts for work purposes (“Work accounts”).
 - 2. Work accounts will be separate from any personal accounts they maintain for non-worked related purposes.

Communication Policy

3. For purposes of security and continuity, the username and password for any and all work accounts will be kept on file with the FSAA.

6. Constituency alumni group guidelines

- a. As per Article 15, the FSAA is the umbrella organization for the constituency alumni groups of Fresno State. This includes, but is not limited to alumni and friends chapters, clubs and networks. All constituency groups are subject to the FSAA Communication Policy in its entirety.
- b. In addition to the information in this section (Section 6), all constituency alumni groups are subject to all guidelines addressed in Sections 1-5.
- c. Social media accounts
 - i. Account management
 1. The FSAA will create and manage all social media accounts for constituency alumni groups.
 2. Once created, in order to encourage participation and engagement on the part of its affiliates, the FSAA will provide relevant individuals administrative access to social media accounts (i.e. a Facebook group page for a Chapter).
 3. For purposes of security and continuity, the username and password for any and all accounts for its constituency alumni groups will be kept on file with the FSAA.
 - ii. Content management
 1. The FSAA reserves the right to post content at its will, monitor content posted by affiliates, and remove any content deemed inappropriate, inconsistent with the goals of the FSAA, Fresno State or the affiliate, or which acts in contradiction to Section 3 of this policy.
 2. The FSAA reserves the right to launch, limit or prevent, or terminate any social media accounts of its affiliates.
 - iii. Participation in online groups or communities
 1. The FSAA is open to all alumni and friends. This extends to any and all online groups.
 2. Constituency alumni groups may send invitations to individuals to join a group, and may approve requests to join sent by individuals.
 3. Constituency alumni groups may not sign up or add individuals to a group. The individual must indicate their desire to participate through their own initiation, either through accepting a request to join, or by submitting a request to join.
 4. At its discretion the FSAA or its constituency alumni groups may elect to remove an individual from a group due to the posting of inappropriate comments or posts (i.e. derogatory statements, using the group for purposes of solicitations/sales, etc.) or other actions deemed inappropriate or not within the scope of intended use or purpose of the online community.

Communication Policy

- d. Email
 - i. Email marketing: See Section 2IV.
 - ii. Account management
 - 1. The FSAA will establish gmail accounts for its constituency alumni groups.
 - 2. In accordance with Section 4, account information (email account name, username, password) will be kept on file with the FSAA.
- e. Website
 - i. The FSAA will implement and monitor all website-related activity consistent with Fresno State's website policy and MOA with Fresno State.

7. Use of alumni data

- a. Fresno State is the owner of all alumni data, stored in the University Database.
- b. As per the Memorandum of Agreement between Fresno State and the FSAA, the FSAA is provided use of the University Database, and is subject to university policy and state and federal laws.
- c. When communications require the utilization of the University Database (i.e. email addresses, mailing addresses, etc.), the FSAA and its constituency alumni groups will follow all guidelines as provided by Fresno State's policies and procedures.

8. Disclaimer

- a. In instances where this policy is silent on an area in question, the FSAA will act in accordance with the communication practices and policies of California State University, Fresno ("Fresno State").
- b. Social media usage at the FSAA is governed by the same policies that govern all other communications and behavior. The FSAA reserves the right to determine which posts are appropriate, to decide which submissions it will post, and how often certain content will be posted.