

SNAG Communications Policy

SNAG has an overarching strategy for communications. If you are affiliated with SNAG in any way (Board member, committee member or volunteer) you are expected to operate within these guidelines. You are working on behalf of SNAG, so please keep that in mind - we all play a part in the whole and working together within these guidelines will create a smooth, transparent and effective operation for everyone.

I. Internal

A. Contact Information

1. Contact information for all Board members and staff is available by contacting the office at tjecklin@snagmetalsmith.org
2. You will see linked contact names throughout this document - click on them to email the corresponding person.

B. Email

1. Everyone is expected to respond to emails in a timely manner. (24-48 hours)
2. Email titles: Please use titles that will make it easy for people to search for the email in the future. for example: "Executive Committee Question about 2014 Budget" - something specific with keywords that will be searchable by others when they need to refer back to an old email.
3. Do not use "reply all" unless specifically asked or you feel it is important that all recipients see your feedback. This will limit the email load.
4. If an email requires your response, acknowledge that you have received it even if you don't have time to respond in a thorough manner and let the sender know when you will respond if it can't happen in 24-48 hours.
5. If you know you will not have email access, let people know in advance or set up a vacation reply on your email.
6. If you have a snag email address, try to use it for snag business - this will help you keep SNAG business separate from other business. It is also helpful because all SNAG email addresses are compatible with Google Drive.
7. If you want a SNAG email address and don't have one, ask [Tara Jecklin](#) to create one for you.

C. Google Drive

1. SNAG business takes place only on Google Drive. This is very important for institutional memory. Please use Google Drive and familiarize yourself with its functions and etiquette.
2. There is a handout you can request if you need help (it is shared on Google Drive too) and [Anson Alex has a great series of tutorials on youtube](#) if you want to dig in.
3. Meetings should always have a note taker. The notes should be available in google drive and shared with the appropriate committee members through the assigned folder.

D. Doodle Polls

1. Doodle Polls are how meetings are coordinated. Please respond in 24-48 hours so others can schedule their lives effectively.
2. If you are the organizer of the meeting, send out an email reminder (complete with call-in number) within 24 hours of the meeting.
3. Remember to SAVE your responses.

E. Official Conference Calls - [Gwynne Rukenbrod](#) / [Tara Jecklin](#)

1. The conference line needs to be scheduled through any SNAG staff member.
2. Call at the scheduled time and try to be in a quiet place with good reception and a charged phone.
3. The organizer of the call should send out a reminder within 24 hours of the call
4. Determine if the call should take place on the SNAG conference line (We are charged per minute and per person for this service) If possible, try to meet via skype, freeconferencecall.com or anymeeting.com to save money.

F. Free Meeting Alternatives - [Gwynne Rukenbrod](#) / [Tara Jecklin](#)

1. SNAG staff can assist you with these free alternatives to the official conference line, which costs us money. Please consider these ways to meet!
2. freeconferencecall.com
 - a. A free alternative to our official conference line - long distance/minute charges apply, so keep that in mind. If you have unlimited minutes on your plan, this is not an issue.
3. Zoom - SNAG has a license to use the Zoom video conferencing program for meetings and webinars via video. Please connect with gwynne to schedule a meeting or webinar.
4. [Skype](#) - Use your own independent Skype login
5. [Google Hangouts](#)

G. Meeting Agendas

1. If your meeting has multiple issues to be tackled, it is recommended that the organizer of the meeting create an agenda. This helps people in the meeting prepare and it also keeps the meeting on track and reminds everyone of what needs to be covered.
2. Agendas should be shared at least 24 hours before the conference.

II. External

A. Permission for Official Communication - [Gwynne Rukenbrod](#)

1. Before emailing on behalf of SNAG, please have a conversation with Gwynne or your supervisor about the intended emails including their content and recipients. This is important so that mistakes aren't inadvertently made. Often they might ask to review an email or communication before it is sent.

B. Email Protocol - [Gwynne Rukenbrod](#)

1. Be sure to use SNAG 'electronic' letterhead when communicating in an official capacity on behalf of SNAG. The letterhead can only be used as an attachment. Gwynne or your supervisor can fill you in on the details. * *The letterhead will be updated soon - please inquire if you need to use this in the meantime!* *

C. Riveting News – [Gwynne Rukenbrod](#) / [Tara Jecklin](#)

1. Riveting News goes out on Mondays (with the occasional exception)
2. The deadline for information to be included in Riveting News is the Thursday evening before the email will go out.
3. SNAG provides one advertiser per email the opportunity to have an ad and text in the email. For more information, contact [John Garbett](#).
4. Riveting News is intended to provide information and opportunities to our readers. It is not a place for personal promotion that offers readers no benefit

D. Social Media – [Jeff Muir](#)

1. No splinter pages, please! No new pages, groups or accounts may be opened on behalf of SNAG or its programs without permission. Many pages have been opened over the years and then abandoned, it has been challenging to get control of our online presence. We are working hard to build our audience and brand new pages don't get the advantage of SNAG's online following, which is significant.
2. Anyone is welcome to post things on our various platforms and pages. They can then be shared for more exposure by the various page managers.
3. Requests for social media promotion across all platforms go to the chair of the Social Media Sub-committee.
4. Social media requests will be passed on to the team within 24-48 hours.
5. SNAG has a team of people each with their own social media platforms that they manage.
 - a) [Matt Smith](#), Instagram,
 - b) Open, Youtube, Flickr,
 - c) Open, LinkedIN
 - d) [Sarah Holden](#), Twitter
 - e) [Jane Ritchie](#), Facebook
 - f) [MJ Tyson](#), Pinterest
 - g) [Liz Steiner](#), craffthaus
 - h) Open, Google Plus
 - i) [Tara Jecklin](#), SNAG website & news blog, Riveting News, eblasts

E. E-blasts - [Gwynne Rukenbrod](#) / [Tara Jecklin](#)

1. E-blasts are targeted emails regarding specific initiatives. The goal is that they are short and to the point and that they augment our other communications like Riveting News. If you would like an e-blast to be sent, get in touch with Gwynne or Tara.

F. Springboard - DIY or [Tara Jecklin](#) (if necessary)

1. Springboard is a place to post opportunities for members. This includes:
 - a) workshops
 - b) calls for entry
 - c) studio space for rent
 - d) grants
 - e) scholarships

- f) graduate assistantships
 - g) residencies
 - h) things for sale
2. Anyone can post to Springboard, and they should be directed to the Springboard page to do so. Getting people invested in using the system themselves is important. Tara can make a post on behalf of others, but the goal is that people use Springboard and feel comfortable posting and browsing.

G. Press Releases - [Gwynne Rukenbrod](#) / [Jeff Muir](#)

- 1. Press Releases require a 14 day notice.
- 2. SNAG has a list of venues on the national level where press releases are sent based on their content and compatibility with various audiences.
- 3. Press Releases will be generated and sent out by SNAG but volunteers are welcome to provide content for release.
- 4. If volunteers want press releases to go out locally or regionally, they are required to gather the contact information for the desired outlets (organization name, contact person, their email address). These outlets can include local organizations, guilds, radio stations, city arts publications, newspapers, magazines, etc...

H. Print Media - [Gwynne Rukenbrod](#) / [Jeff Muir](#) / [Kristin Mitsu Shiga](#)

- 1. We produce some advertisements in Metalsmith or reciprocal ads in other craft publications, flyers distributed through Metalsmith or other reciprocal venues advertising SNAG events as well as postcards advertising individual events such as receptions or fundraisers within an event such as the conference.
- 2. Volunteers should contact Jeff or Gwynne if there is specific content they want covered in a print ad. (Keep in mind though, that print ads are limited and carefully considered as they are expensive.)

I. Website - [Tara Jecklin](#) / [Jeff Muir](#) / [Gwynne Rukenbrod](#) / [Kristin Mitsu Shiga](#)

- 1. Website changes can happen in several ways. Some are expensive and some are free. This distinction often determines what is and isn't possible.
 - a) Tara and Jeff can make basic changes with content and images. Tara has a very deep knowledge of the functionality of the back end of the website.
 - b) Tara, Jeff and Gwynne communicate with Social Design House (our website creators) about things we need their help to change - deeper functionality changes, re-designs, new features. Estimates from Social help us make choices about what is possible.