

USHJA POLICY STATEMENT

Subject: Public Relations and Promotion of USHJA

Policy Number: GA118

Date of Board Adoption: March 22, 2016

Board Approved Effective Date: March 22, 2016

Public Relations and Promotion

- We encourage you to promote USHJA and request that if you are writing an article, being interviewed or quoted in an article created by media sources outside the USHJA, or regarding any USHJA program, event or concept, that you inform the USHJA office **in advance of publication**. In addition, we ask that USHJA staff receive advance copies on any editorial materials in order to assist with responses to member inquiries. If you have any questions concerning information released to a media outlet, we encourage you to contact USHJA immediately for clarification.
- In order to use the USHJA name, logo or brand for purposes of promoting or supporting an event, program, activity or idea, you must first obtain written permission from the USHJA and use a USHJA-approved vendor if applicable.
- While Board Members, Committees and Committee Members are encouraged to support and promote USHJA, they are not approved to create their own promotional print or digital materials for USHJA including but not limited to banners, flyers, posters, emails/eblast, etc. Further, committees are asked not to make copies of existing materials, including published articles from *USHJA In Stride*, without prior consent. This is to guarantee quality as well as to ensure the most recent materials are being distributed. If you are interested in having printed materials created (i.e. flyers, ads, brochures, etc.), please contact the USHJA office for assistance. In addition, Board Members, Committees and/or Committee Members may not produce any products including but not limited to, polo shirts, jackets, t-shirts, etc. which mention USHJA, its programs, or marks and logos without the prior written consent of USHJA.
- All social media efforts are to be handled internally by the USHJA staff. Board members, Committees and Committee Members may not create any pages, groups, or other social media platforms. Board Members, Committees and Committee Members are encouraged to follow and support social media platforms created by the USHJA staff. USHJA monitors its social media on a daily basis. Any questions posted by a member/follower should be answered by, or in collaboration with, a USHJA staff member. Any images posted must have prior approval of the USHJA or the photographer. Permission from the photographer must document understanding of how the image(s) will be used and proper photo credit must be provided in all posts containing images.
- Improper use of the USHJA logo or name may jeopardize our non-profit status and trademark.