

## USHJA POLICY STATEMENT

**Subject: Public Relations and Promotion of USHJA (Print, Digital and Social Media)**

**Policy Number: GA118**

**Date of Board Adoption: November 21, 2023**

**Board Approved Effective Date: November 21, 2023**

- We encourage the Board, Committees, and Staff to promote USHJA and in the event 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.
- 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 exists 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.
- Board Members, Committees and/or Committee Members may not secure the production of 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.
- Board members, Committee members, and other representatives of USHJA, unless specifically authorized, should refrain from any involvement or dialogue related to legal or potentially confidential USHJA matters that may arise. Related inquiries from Board members, Committee members, or the membership are to be directed to the attention of the President, Executive Director, and Legal Counsel.
- All social media sites are to be created by USHJA staff, and postings for USHJA are to be handled internally by the USHJA staff. Board members, Committees and Committee Members, and Staff are prohibited from posting any statements that can be construed as the position of USHJA on social media. 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.
- In order to use the USHJA name, logo or brand for purposes of promoting or supporting an event, program, activity or idea, one must first obtain written permission from the USHJA and use a USHJA-approved vendor if applicable.
- Improper use of the USHJA logo or name may jeopardize our non-profit status and trademark.