



# Rats of Tobruk Association Inc.

## Communications & Marketing Policy Procedures

Rats of Tobruk Association Inc. (ROTA Inc.) is committed to enhancing communications & marketing of its image through a stronger across all other organisational areas within ROTA Inc . The goal is to produce consistent, external messages that are strongly connected to the Association's positioning, branding & strategic priorities relationship.

This policy is intended to:

- Maximise opportunities to enhance visibility
- Ensure all information follows the Association's branding, design and editorial style standards
- Provide central resources to assist ROTA Inc.
- Combine efforts & improve information flow
- Reduce miscommunication
- Stop inappropriate communication

Whether through advertising, social media, brochures & other printed publications, videos, web pages, direct mail via email or posted hard copy or other means, the consistent application of strategies to promote & protect ROTA Inc. is of vital importance to the Association.

Within ROTA Inc. there are many communication needs & this can lead to conflicting & inconsistent messages about the Association. Successful marketing strategies & communications efforts cannot ensue from isolated or ad hoc tactics. For ROTA Inc. to properly communicate with a consistent voice, it is essential that the marketing & communications activities are coordinated and approved by ROTA Inc. before publication.

ROTA Inc. committee is responsible for overseeing the development of marketing & communications strategies, & for coordinating the external communications activities of the Association.

The contact information included in the Affiliate Member's application is intended for the sole purpose of communicating with the Affiliate Member regarding membership, Tobruk House News, events specific to the purpose of ROTA Inc. and its Officers charged within the Association to perform nominated roles. Any use of email addresses, home or business addresses, phone numbers, or other contact information is not permitted to be disseminated outside of ROTA Inc.

## **SCOPE**

This policy establishes the lines of responsibility of ROTA Inc's branding, marketing & communication efforts. It applies to all sections with ROTA Inc. unless otherwise specified.

All external communication activities of ROTA Inc. should be coordinated with & approved by ROTA Inc. Committee, with the exception of the excluded items listed below.

These activities include, but are not limited to:-

- Publications including print & electronic publications other than those listed in the excluded Items below
- Merchandise
- ROTA logo
- Advertising
- Media relations including press releases
- Videos/DVD's
- ROTA web pages
- Signage
- Event Management
- Sponsorship
- Social Media, Face book, Twitter, etc

## **EXCLUDED ITEMS**

- **Editor of Tobruk House News**
  1. Tobruk House News
  2. Notification of Annual General Meeting, time & date
  3. Notification of renewal of Annual Subscription
- **Data Base Management & History**
  - a. Requests for Affiliate Membership
  - b. Determination of eligibility for membership both Affiliate and Veteran
  - c. Requests for information about the Siege of Tobruk
  - d. Coordination & management of the Face book page
- Individual requests for Affiliate Membership of ROTA Inc. information including determination of eligibility for membership
- Individual requests for information about the Siege of Tobruk
- Notification of Annual General Meeting time & date
- Notification of renewal of Annual subscription

## **ACCEPTABLE USE OF ASSOCIATION'S LOGO**

The name and logo of ROTA Inc. may only be used for authorised purposes. The ROTA Inc. logo, along with its accepted variations, is the primary graphic mark of ROTA Inc. It is designed to promote the visual identity of ROTA Inc. & is to be applied to all print & electronic materials representing the Association. While the logo may be used by all ROTA Inc. sections, it is not to be modified through changing typefaces, proportions or other design alterations. Use of the logo is not permitted in publications & displays which are not under the auspices of ROTA Inc.

While all sections within ROTA Inc. are able to use the logo, ROTA Inc. Committee will be responsible for establishing, maintaining, distributing and ensuring adherence to the use & application of the logo. All sections should send all applications for the logo to ROTA Inc. Committee for approval.

## **PUBLICATIONS**

The publication by ROTA Inc. of any print matter, whether hard copy or electronic & bearing the name of the Association or purporting to emanate from it must be approved by the ROTA Inc. Committee for publication & produced by an approved source.

## **SOCIAL MEDIA**

ROTA Inc. encourages & supports the use of social media for engagement opportunities with members and the wider community, & the promotion of its events & development of the ROTA Inc. website including the maintenance of its Database in relation to documenting a list of Tobruk Veterans, Affiliate members & the history of the Siege of Tobruk.

The purpose of using these channels is to support ROTA Inc. by social media to add value by communicating relevant & engaging content that strengthens the Association's brand.

ROTA Inc. encourages Affiliate Members to use social media with the due exercise of discretion, thoughtfulness & respect for the Association & the social media community, avoiding race, religious, cultural, political indifference comments in any form of media. Confidential or proprietary information should never be shared publicly on social media channels.

### **General Guidelines**

- Be inclusive, responsive, respectful & friendly.
- Look for collaboration or cross promotion opportunities within the Association
- Encourage communication with the audience-don't just broadcast
- Do not canvass, canvassing shall be defined as any effort to influence opinions, gain support, or promote a particular case or interest that has not been approved by ROTA Inc. Committee

## **VIDEO PRODUCTION**

This policy applies to Affiliate Members producing promotional videos, or PowerPoint presentations. This policy does not apply to student projects or educational videos/PowerPoint presentations.

Videos produced for external audiences such as school groups must be approved by the ROTA Inc. Committee prior to publishing/production.

Videos must be accordance with the ROTA Inc. Acceptable Conduct Policy & the ROTA Inc. Privacy Policy.

Any request by an outside video production company to film on ROTA Inc. Property should be referred to the ROTA Inc Committee in the first instance.

## **WEBSITE CONTENT MANAGEMENT**

All publicly accessible websites presenting official ROTA Inc. information should be in conformity with the following:

- Site-wide consistency should be maintained with regard to navigation structure, location of the ROTA Inc. logo, footer & contact information
- ROTA Inc. are expected to use the web platforms provided

ROTA Inc. websites will adhere to the highest level of quality, reflecting ROTA Inc. image & purpose & abide by established standards & ROTA Inc. policies & guidelines. Other associated areas of ROTA Inc. are able to submit ideas for inclusion to the website to the Data Base Manager for consideration.

## **MONITORING**

ROTA Inc. is responsible for the web content & will periodically review e website, report analytics & recommend content edits & updates where required to the Data Base Manager.

## **LINKS**

It is policy to limit commercial links to those sites with a direct connection to the ROTA Inc. & to prohibit commercial links that are unrelated to ROTA Inc.

## **PHOTO PERMISSIONS**

ROTA Inc. must secure appropriate permissions to use any image of an individual to be used for promotional purposes.

ROTA Inc. requires permission for photos or videos of students, participants, visitors or other subjects who are being featured in online & print advertisements or marketing campaigns in which the person's name or image is being used in a content that implies endorsement. Photo release forms are available from the Editor.

At a minimum, ROTA Inc. photographers will identify themselves & inform subjects about the potential uses of the photo, such as providing information for a news story and/or creating images to broadly represent ROTA Inc. now & in the future.

This policy is accord with the ROTA Inc. Privacy Policy and addresses the use, collection & security of & access to personal information.