

# Crazy by Chiari

## Media and Communications Policy

### 1. Introduction

The purpose of this Media and Communications Policy is to outline the principles, guidelines, and procedures governing the communication practices of **Crazy by Chiari** ("the Organization"). This policy aims to ensure that all media and communications activities are conducted in a consistent, transparent, and ethical manner, aligned with the organization's mission and values.

### 2. Media Relations

2.1. **Spokesperson:** The Executive Director or a designated spokesperson shall be the primary point of contact for media inquiries. No other staff or volunteer shall provide media statements without prior approval.

2.2. **Media Training:** The Executive Director and designated spokespeople shall receive media training to effectively represent the organization and convey its message accurately.

2.3. **Media Releases:** All media releases, statements, or interviews shall be coordinated and approved by the Executive Director or designated spokesperson to ensure consistency and accuracy of messaging.

2.4. **Media Contacts:** A list of approved media contacts and outlets shall be maintained and regularly updated. Unauthorized contact with media outlets is prohibited.

### 3. Social Media and Online Communications

3.1. **Official Accounts:** **Crazy by Chiari** shall maintain official social media accounts and a website to disseminate information and engage with stakeholders.

3.2. **Account Access:** Access to official social media accounts and the organization's website shall be restricted to authorized individuals. Passwords shall be securely stored.

3.3. **Content Approval:** Content posted on official social media accounts and the website shall be reviewed and approved by designated staff before publication.

3.4. **Moderation:** Comments and interactions on social media platforms shall be monitored and moderated to ensure respectful and constructive communication. Inappropriate or offensive content will be removed.

3.5. **Privacy and Data Protection:** **Crazy by Chiari** shall adhere to data protection laws and respect the privacy of individuals when collecting, using, or sharing personal information online.

### 4. Crisis Communications

4.1. **Crisis Team:** The organization shall establish a crisis communications team

responsible for responding to emergencies, incidents, or negative publicity.

4.2. **Crisis Plan:** A crisis communication plan shall be developed, including communication protocols, key messages, and spokesperson assignments.

4.3. **Timeliness:** In the event of a crisis, the organization shall provide timely and accurate information to the media and stakeholders, while respecting legal and privacy considerations.

## 5. Ethical Communications

5.1. **Honesty and Accuracy:** All communications shall be truthful, accurate, and not misleading. Exaggerations, false claims, or deceptive practices are strictly prohibited.

5.2. **Transparency:** Crazy by Chiari shall provide clear and transparent information about its mission, programs, finances, and impact in all communications.

5.3. **Respect and Inclusivity:** Communications shall be respectful, inclusive, and sensitive to diversity, avoiding discrimination, stereotypes, or offensive language.

## 6. Use of Visual Materials

6.1. **Image and Video Release:** The organization shall obtain written consent from individuals before using their images or videos in promotional materials.

6.2. **Copyright Compliance:** All visual materials used in communications shall comply with copyright laws, and proper attribution shall be provided when necessary.

## 7. Review and Amendments

7.1. This Media and Communications Policy shall be reviewed periodically and may be amended as necessary to ensure its continued relevance and effectiveness.

## 8. Acknowledgment

By participating in media and communications activities on behalf of **Crazy by Chiari** individuals acknowledge their commitment to adhere to the principles and standards outlined in this policy.

**Crazy by Chiari**

Date of Policy Adoption: 1/15/25