

## **PRSA Charlotte**

### **Member Contacts Policy**

*Revised March 2009*

From time to time, the PRSA Charlotte chapter receives requests from individuals and organizations that wish to contact our members. Because of the varying nature and volume of requests, the chapter must review each request to ensure they meet certain criteria.

### **Request for Contact With PRSA Charlotte Members**

In order for us to properly evaluate your request, we ask that you submit the following information for PRSA Charlotte consideration, at least *6-8 weeks* prior to your event.

- ❖ Your Name
- ❖ Organization's Name
- ❖ Contact Information (Email, Address, Phone)
- ❖ Details of Your Request

List the specifics of what you wish to communicate to our members, such as a professional meeting you are holding, research you are conducting, etc. Include dates, costs, location and all other pertinent information.

### **Criteria for Acceptable Communications**

The following criteria will be used to evaluate requests for member communications.

1. *Is the information relevant and beneficial to PRSA Charlotte members?*  
Only relevant news and requests will be considered.
2. *Does the information detract from the mission and goals of PRSA?*  
We reserve the right to reject any information that is considered counter-productive to PRSA Charlotte.
3. *Is the information commercial?*  
The chapter will not distribute commercial messages such as company news or sales solicitations.
4. *Is the information personal or self-serving?*  
The chapter will not distribute messages of a personal nature, such as resumes, personal achievements (other than PRSA-related recognition), requests for interns, etc. An exception may be made for information that will benefit members, such as public relations research projects that will be shared with participants.

## **Primary Methods of Communication**

If your information is deemed appropriate, PRSA Charlotte reserves the right to distribute it in one or more ways as follows:

1. *Email Distribution*

We may elect to send group emails to our members. However, under no circumstances does the chapter permit direct access to, or the downloading of, our membership database (i.e., names and email addresses).

For most announcements, we prefer to include them in our monthly e-newsletter. Only items of an urgent or extraordinary nature will warrant sending a separate email.

2. *Monthly Announcement*

For general information, we may announce these at a monthly meeting. Alternately, we may request printed materials that we will make available to members at a monthly meeting.

3. *Posting to Our Website*

We may post the information as an event, a news item or as information on a page on the PRSA Charlotte website as appropriate.  
<http://www.prsacharlotte.org>

4. *Additional Means of Communications*

See below.

## **Additional Means of Communication**

PRSA Charlotte offers members and non-members other “non-official” ways to share information. We encourage you to consider the same guidelines for acceptable communications, and to refrain from posting information that is contrary to the mission and goals of PRSA Charlotte. Posts that are considered inappropriate may be removed at the chapter’s discretion.

1. *Facebook*—Search for and join the PRSA Charlotte group. You may then post messages to group members.

<http://www.facebook.com>

2. *LinkedIn*—Search for and join the PRSA Charlotte group. You may then post messages to group members.

<http://www.linkedin.com>

3. *Twitter*

We may consider using the PRSA Charlotte Twitter account to send messages that meet the acceptable criteria.

<http://www.twitter.com/prsacharlotte>