

PART II – ESSENTIAL ORGANIZATIONAL POLICIES

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PURPOSE

To establish communications policies and procedures by which employees, independent contractors, participants, volunteers and others safeguard the reputation and integrity of WSNCC.

POLICY

Users must respect the integrity of WSNCC and its affiliates in all print, electronic, film, media, visual and auditory communication.

Materials being produced for program or external distribution must be approved by the supervisor, senior manager or the Executive Director.

Employees of WSNCC will not speak to the media as an official of WSNCC, except with the permission of the Executive Director.

Automatic email forwarding to an address outside the organization is unauthorized unless approved by the Senior Management or the Executive Director.

Employees of WSNCC and its affiliates are not authorized to engage in any activity that is illegal under local, provincial, federal or international law while utilizing WSNCC and its affiliates' owned resources.

PROCEDURES

1. Employees are required to follow internal and external communications policies and strategies described in the Marketing and Communications Management Plan when conducting promotional or fundraising business for the WSNCC and its affiliates.
2. Employees are required to monitor their e-mail and voice mail on a daily basis in order to ensure service responsiveness.
3. Email and voicemail is to be kept current particularly if individuals are away for several days.
4. If staff are away for extended periods appropriate messages and contact information should be provided.
5. Email is to be used to further the work of the WSNCC and its affiliates and is not to be used for:
 - i. Sending unsolicited email messages, including the sending of "junk mail" or other advertising material to individuals who did not specifically request such material (email spam).
 - ii. Any form of harassment via email, telephone or paging, whether through language, frequency, or size of messages.
 - iii. Unauthorized use, or forging, of email header information.

- iv. Solicitation of email for any other email address, other than that of the poster's account, with the intent to harass or to collect replies.
 - v. Creating or forwarding "chain letters", "Ponzi" or other "pyramid" schemes of any type.
 - vi. Forwarding unsolicited email within the WSNCC networks originating from other Internet/Intranet/Extranet service providers.
- 6. Use of agency equipment should be confined to agency business unless otherwise authorized.
 - 7. If circumstances require a long-distance call staff should use a personal calling card, call collect or complete a "Long Distance phone call" form to ensure that the call is charged back to the individual.
 - 8. Unauthorized copying of copyrighted material including, but not limited to, digitization and distribution of photographs from magazines, books or other copyrighted sources, copyrighted music, and the installation of any copyrighted software for which WSNCC or the end user does not have an active license is strictly prohibited.

PLEASE NOTE:

This Policy applies to ALL means of communication, being it verbal and/or written, in person and/or by telephone, fax, e-mails, texting, instant messaging, social networking sites (i.e. Facebook, Twitter, My Space etc.) and any other current and future forms of communication and information technology.