

The Right Door for Hope, Recovery and Wellness

Chapter Title Human Resources	Chapter # HR		Subject # 518
Subject Title Media Relations	Adopted 11/24/14	Last Revised 10/10/16	Reviewed 11/23/15; 10/17/16; 10/30/17; 10/29/18; 11/25/19; 11/23/20

POLICY

Application

This policy establishes the lines of responsibility for, and the standard of The Right Door for Hope, Recovery and Wellness branding, marketing and communications efforts. This policy applies to all employees and contractors of The Right Door for Hope, Recovery and Wellness.

1.0 Intent

Effective communications are central to the success of any enterprise, and The Right Door for Hope, Recovery and Wellness is no exception. Whether it is through paid advertising, media relations, brochures and other printed publications, promotional videos, TV commercials, Web pages, direct mail or other means, the consistent application of strategies to promote and protect The Right Door for Hope, Recovery and Wellness brand is of vital importance. For The Right Door for Hope, Recovery and Wellness to properly communicate with a consistent voice, it is essential that the marketing and communications activities of The Right Door for Hope, Recovery and Wellness be coordinated through one central area, the Chief Executive Officer (CEO).

2.0 Policy

2.1 It is the policy of The Right Door for Hope, Recovery and Wellness that the overall development and application of marketing and communications strategies throughout the agency rest primarily with the CEO or designee. The CEO or designee is charged with oversight for the development of marketing and communications strategies, and for coordinating the external communications activities of The Right Door for Hope, Recovery and Wellness. Hiring of marketing consultants, marketing research firms, social media consultants, advertising agencies, graphic design firms or Web design firms may occur with prior approval of the CEO.

2.2 All external media communications activities of The Right Door for Hope, Recovery and Wellness will be coordinated through, and approved by, the CEO or QI Director. These institutional activities include, but are not limited to:

2.2.1 Publications (including print and electronic "e-publications");

2.2.2 Logos and unit identity;

2.2.3 Advertising (The term advertising includes traditional media channels-TV, radio, billboard, magazine, newspaper, etc.) as well as marketing communications that utilize new media channels, including

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websites, email solicitations, product placement and other activities involved in marketing The Right Door for Hope, Recovery and Wellness;

2.2.4 General media relations (distribution of press releases, development of external newswires, faculty expert databases and all other activities related to media relations);

2.2.5 Promotional videos;

2.2.6 Primary The Right Door for Hope, Recovery and Wellness Web pages;

2.2.7 Emergency communications;

2.2.8 Market research; and

2.2.9 Institutional social media.

References

CARF Standards, Section 1.G. Risk Management

Melissa McKinstry, Board Chairperson	Date		