

Tillamook County Master Gardener's Association Procedures

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Subject: COMMUNICATIONS & MEDIA ADMINISTRATION

Purpose: This document sets out the knowledge skills abilities and tasks associated with administering and maintaining TCMGA's Communications forums; TCMGA Internet website, Social Media, electronic e-mail, regular mail and telephone communications with the membership. This document encompasses procedures to effectively administer and manage publicity for the organization's events and activities.

The Communications Administrator is appointed by the President and will serve as chair of the Communications Committee: The Administrator may also recruit other members to assist with media forums, i.e. administering the TCMGA Facebook page or other communication tasks. Any horticultural recommendations or information disseminated through our website, social media or email must be founded only on scientifically based information provided through Oregon State University. This procedure is used in conjunction with TCMGA's Social Media Policy.

Knowledge, Skills, & Abilities

The Administrator should have basic skills in electronic communication techniques and web page design, editing and management; i.e. inserting images, use of formatting tools, inserting and creating links and anchors within a page and uploading documents from external locations. The Administrator should also be reasonably available to receive and forward email messages from members in a timely manner. Both the administrator and any assistant should have access to computing equipment, printer and internet service.

Organization Relationships

Both the administrator and any designated assistants must be in direct contact with the President, Vice President, and individual Committee chairs to ensure timeliness, accuracy and integrity of material and photos posted to the internet and social media forums.

Orientation and Training

New website page administrators should arrange for orientation and training with the Tillamook County Extension Office. User accounts must be established with site administrator logins, passwords and permissions assigned to the user at the time the account is created. Administrators and assistants must take the online Extension Master Gardener (EMG) Social Media Training. The web address is:

<https://sites.google.com/a/extension.org/social-media-resources/welcome>

TCMGA Members Data Base

Composition

This is a data base comprised of current paid TCMGA members containing address, phone and email information for each one. A current membership list will be provided by the TCMGA Treasurer to the Extension Office, the Communications Administrator and TCMGA membership.

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Confidentiality

All contact information is for the sole use of TCMGA and the OSU Extension Office. Contact information will not be disseminated to anyone outside of the organization. Those members choosing not to have their contact information available to the membership should notify the President and the Communications Chair.

Emergency Phone List

In the event of an emergency, i.e. class is cancelled at last minute; some other event is cancelled, the Communications Administrator and/or members would make calls to the membership. The TCMGA President, Vice President or Extension Agent would activate the calls via the Communications Administrator.

Notices to Members with Email Addresses

At the request of any TCMGA member, the Communications Administrator will forward via email any message, notice or submission provided it meets with the guidelines established by OSU and this organization.

Notices to Members without Email Addresses

The Communications Administrator is responsible to mail copies of monthly meeting minutes to TCMGA members **without email** addresses. Other information is conveyed to members via The Thymes, regular mail or telephone depending upon the information to be disseminated.

TCMGA Internet Website

The TCMGA website is hosted by Oregon State University. All website content, format and styles must conform to OSU policies and guidelines. The maintenance location provides access to the entire Tillamook County Extension Service site. TCMGA is authorized to maintain their page only. The website address is

<http://extension.oregonstate.edu/tillamook/mg/tcmga>.

Content & Maintenance

The TCMGA home page displays information about the organization. When appropriate, lead articles are featured on the home page; i.e. Community Pruning Day, Garden Tour, Scholarship winners with links to the Special Events or other pages with more detailed information. The home page also contains links to the Learning Garden, Market Place, Officers and Committees, Forms, and Members Only pages.

The following pages should be updated at least monthly:

- **What Master Gardeners are Doing this Month:** This information comes from the annual calendar, The Thymes and meeting minutes. A link to the .pdf copy of the TCMGA annual calendar is made in January.
- **Members' Only page:** This page requires a password for access. This password is distributed to the TCMGA membership and can also be obtained directly from the Communications Administrator. The monthly meeting minutes and Treasurer Reports are posted as soon as finalized. Volunteers Activity sign-up lists and OMGA information may also be posted on this page. This page also contains forms, TCMGA Policies and Procedures, Position Descriptions, By-Laws and a copy of the current budget.

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The following pages are updated as information is available:

- **Learning Garden:** In addition to the Work Day schedule, a description and information about the garden is displayed. The end of year report is summarized and posted on this page.
- **Special Events:** Update when events are scheduled. The Committee Chairperson often provides an article for the website
- **Market Place:** Photos and purchasing information for our fund raising items is displayed on this page.
- **Forms:** Some examples are scholarship application forms and Community Pruning Day application forms.

Website use statistics are maintained on OSU's Google Analytics. Access to the TCMGA page information can be obtained through OSU.

TCMGA Facebook Page

The TCMGA Facebook Page is managed by the Communications Administrator or designee under the auspices of Oregon State University Extension. All Facebook content must conform to OSU policies, *Extension Master Gardener Social Media Training guidelines* and previously stated protocols. New administrators should arrange for orientation and training with the Communications Chair or currently designated Facebook administrator. The Facebook page address is:

<https://www.facebook.com/tillamookmastergardeners>

Publicity

All forms of publicity must be reviewed by the Communications Committee to ensure they reflect the TCMGA Banner and clearly state our non-profit status. The Communications Committee will assist committee chairs in planning, scheduling, designing and writing promotional material for the specific project including flyers, posters and Save-the-Date cards for distribution in the community.

Committee chairs must plan well in advance to promote their event or activity and be aware of budgeted amounts for the event. Committee Chairs should meet and coordinate publicity efforts with the Communications chair. This includes timing of advertising both electronic and print promotions. Copies of any communication with a media outlet should be provided to the committee chair and the President.

Events that are typically publicized are:

- Community Pruning Day
- Plant Sale
- Garden Tour
- Scholarships
- Special Events and Speakers

Print Media – Newspapers and On-Line

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Print media includes local newspapers, on-line news outlets, and periodic publications; i.e. The Shopper, Ruralite, etc. Tillamook County Arts Network (TCAN) maintains an up to date list of local, state and regional outlets to use in publicizing events. (See <http://www.tillamookcountyarts.org/>) Many of the media outlets, with the exception of social media, require significant lead time to publicize.

Purchased space in the local newspapers usually ensures that space will be found for feature articles. Committee chairs or program leaders are encouraged to submit feature articles, e.g. Scholarship Program Winners, pictures and articles about the new students for the MG classes, Learning Garden activities, awards won by our members, our community activities and other TCMGA newsworthy items.

Save-the-Date cards, posters, and flyers are also useful tools to promote an activity or event.

Radio Media

Broadcasts of upcoming events can be made through local radio stations, KTIL and K105. KTIL has regularly scheduled broadcasts for Gardening Tips and upcoming events. Appointments to appear at other times on a broadcast should be made to the radio station. They will also broadcast public service announcements.