



## **External Communications Policy**

The Texas Library Association is a dynamic organization that aims to promote the educational and economic infrastructure of our communities and state. The Association accomplishes these professional endeavors by the actions of the TLA membership and the TLA staff.

To this end, TLA members, officers, and staff enjoy a variety of communications tools and responsibilities. While all contracts and letters of conveyance must be executed by the Association's executive director, TLA officers and unit officers may operate within a range of activities.

These activities include the creation, publication, delivery, and promotion of written, oral, broadcast, digital, and social media communications, among others. Some examples of these communications include correspondence, websites, podcasts, webinars, emails, etc.

In all of these communications, members, officers, and TLA staff are required to uphold the highest standards of professionalism and ethical behavior. Unconstructive behaviors or comments are not permissible and may lead to action on behalf of TLA to end and remove such communication. TLA also reserves the right to disallow individuals from conducting such practices through TLA communication channels.

All parties must abide by federal and state requirements for TLA as a 501(c)3 organization, including IRS regulations prohibiting TLA from endorsing any political candidate. All parties must also abide by other applicable law, such as copyright and defamation laws, as well as the terms of service, terms of use, privacy policies, and other requirements of any communications platforms used, such as social media sites. (Note: The TLA Social Media Policy covers policies and practices for the development and use of social media sites that are created as platforms for any TLA business. Members should also refer to the TLA and Unit Mark Usage Policy governing all uses of TLA and unit trademarks.)

While members of TLA may act as agents (i.e., representatives) of the Association's interests in multiple forums, in the specific areas of legislative or policy activities, financial matters, communication with the media, and contractual obligations, only the officers and staff of the Association have the authority to represent the Association. For example, a member may serve in the role of an agent of TLA in the course of negotiating with a speaker for a conference program, only the Executive Director may sign the final contract with the speaker.

Units may develop and disseminate a variety of content to their members. However, any content that is intended to reach, or that is intentionally disseminated to, non-TLA members must first be approved by the TLA Office to ensure consistency with TLA's mission, goals, and standards. Such content must be submitted to the TLA Staff before being finalized and made publicly available.

*Approved by the TLA Executive Board on 04/13/2015*