**University of Winnipeg Faculty Association (UWFA) Communications Policy**

**Purpose of Policy:**

The purpose of this policy is to clarify the procedure by which the University of Winnipeg Faculty Association (UWFA) employs communication resources. UWFA uses a variety of communication methods to provide information to the membership, including mass emails, newsletters, the UWFA website, Facebook, and Twitter communications.

The primary purpose of UWFA communications is to provide general information related to the official business and activities of the Faculty Association. UWFA does not use communications resources to disseminate information or publicize events more properly within the purview of the Employer, to publicize opinions contrary to the mandate of the organization, or to endorse organizations of which it is not a member. Information regarding accomplishments of members (i.e. appointments, tenure, and promotion) may be included at the discretion of the Communications Committee.

**Methods of Communication:**

**Email Listserv**

UWFA will distribute messages to Members via email to communicate information regarding the business and activities of the Association having direct, timely, and relevant bearing on Members. The Executive Director and President are authorized to disseminate information via the email distribution list.

**UWFA Newsletter**

**The Association will normally distribute two newsletters per academic year, one in the fall and one in the winter. Content of the newsletters shall be as follows:**

Newsletters will contain the following:

                a) President's Report

                b) Executive Director Report

Newsletters may contain reports from the following committees, where applicable:

                a) Treasurer's Report

                b) Communications Report

                c) Collegiate news

                d) CAS (Contract Academic Staff) news

                e) Bargaining Reports

                f) Membership Committee

                g) Women and Equity Committee

Additional content may be submitted by or solicited from the membership. The Communications Committee reserves the right to edit or refuse any content submitted for the newsletter.

**External Media**

When it is deemed appropriate, the UWFA President shall appoint an external media representative to co-ordinate external media relations during collective bargaining. If there is no appointed representation, all media correspondence will be handled by the President or delegated to the Vice President in the President’s absence.