Inland Regional Center

Digital Communications Policies

SECTION 1: DIGITAL COMMUNICATIONS PURPOSE STATEMENT

IRC's digital communications include inlandrc.org, IRC social media accounts, email publications, and any other communications that are web-based. The purpose of IRC's digital communication is to **promote** the **mission, message, and brand** of **Inland Regional Center (IRC)** to key audiences. These audiences are known collectively as the IRC Community and include Clients, their families, vendors, community partners, Community Based Originations (CBOs) who receive grant funding from the Department of Developmental Services (DDS) and media.

Brand messaging and promotion will be carried out in a way that can be readily adapted to meet diverse and changing needs while providing targeted and user-friendly content. IRC digital communication will also serve to provide current information to the IRC community in a manner that is relevant, engaging, and easy to navigate.

The strategic direction of IRC's digital communication is determined and monitored by IRC's Community Engagement (CE) unit. With oversight from IRC's Program Administrator - Community Engagement, CE manages the content, design, creation, functionality, messaging, and administration of all IRC web-based communications.

SECTION 2: ROLE OF COMMUNITY ENGAGEMENT

CE oversees IRC marketing strategies and initiatives for web and print media. This includes ownership of content, selection of creative elements and channels of distribution. CE is comprised of marketing, content, and technical professionals that meet weekly to:

    (1)   Facilitate cross-functional communication and collaboration

    (2)   Identify, clarify, and assign tasks, policies, practices, and decisions necessary to sustain inlandrc.org in a manner that is consistent with the purpose detailed in.

    (3)   Ensure inlandrc.org and all social media platforms are cultural and linguistically competent.

SECTION 3: WEB TEAM

The Web Team is comprised of the following members: Program Administrator - Community Engagement, Manager- Community Engagement, Community Relations Specialist, Deaf and Hard of Hearing Cultural Specialist, Cultural Specialist, Consumer Service Technician (CST) III, Information Technology Manager/Director, Network Administrator, and IRC's Emergency Services Coordinators (ESC).

The responsibilities of the Web team include, but are not limited, to:

- Creation and posting of content, while adhering to stylistic and image standards as established by IRC
- Serving as the point of contact for content changes/updates
- Hands-on operations of website content and functionality

SECTION 4: REQUIRED CONTENT

In cases where IRC is required by law or directed by the Department of Developmental Services (DDS) to post to inlandrc.org, content approval will be provided by the Executive Director, Director of Community Services, or their designee.

- All marketing material should be culturally sensitive and must promote inclusion of all ethnicities, race, and gender.
- All marketing materials will be in English and Spanish and American Sign Language (ASL) friendly.

SECTION 5: CONTENT DECISIONS

As the agency's foremost web experts, IRC's Web Team is responsible for all content/post decisions outside that addressed in SECTION 4. This team evaluates the viability, sustainability, and value of all content.

SECTION 6: COURTESY POSTS

As stated in SECTION 1, the primary function of IRC's digital communications is to promote the mission, message, and brand of Inland Regional Center. Requests by outside agencies to advertise events or resources must be deemed viable and relevant by IRC's Web Team and have approval from the CE Manager with oversight from the Program Administrator CE. If a post request is approved, the Web Team reserves the right to decide how best to present the information. Courtesy posts will typically appear on IRC's web calendar and Twitter.

Post requests should be sent to community@inlandrc.org, no later than 45 days prior to the event date.

- All marketing material should be culturally sensitive and must promote inclusion of all ethnicities, race, and gender.

- All marketing materials must be in English and Spanish.

- Marketing material not in English and Spanish must have a POC for linguistic accommodations to include American Sign Language (ASL).

Questions or concern reference this policy can be directed to community@inlandrc.org