



Communications Vision

All communications from the RPA are leading edge, consistently timed, clear, and concise.

- Leading Edge
 - Information from the RPA will lead, guide, inspire, and influence the membership in supporting the work of RR and the goals of the RPA.
 - Communications will assist in us spiraling up as an association.
 - How we communicate=How we lead
- Consistently timed
 - Weekly Communication
 - Use of multiple methods
 - Social Media- FB, Twitter, Instagram, Other,
 - RPA website news feature
 - E-mails
 - Planned and coordinated on 3-month calendar
- Clear
 - Appealing Look
 - Graphics Match the Message
 - Healing/Leading energy- Stimulate upward spiral
- Concise
 - “Do not say a little in many words but a great deal in a few.” ~Pythagorus
 - Communicate the heart of the message

Goals

- Communicate the events, programs, and services provided by the RPA to its members.
- Increase engagement with members
 - We will experiment with the use of Facebook, Twitter, e-mails, and Instagram.
- Establish a well-communicated communications calendar in such a manner that all communications meant for membership moves from committees/people to Communications representative/chair**.
- Remain informed and mindful of liability issues per Midge Murphy’s consulting work
 - (Once these are finalized)
- Maintain agreed upon communication standards with RRI
 - (Once these are finalized)

Implementation

- Communications chair maintains a 3-month calendar for Board members to look ahead to potential communication dates.
- Communications chair maintains 1/week communication through
 - E-mails
 - Facebook Communication
 - Investigating building an Instagram account
- Communications chair seeks and finds volunteers to assist with Social Media communications

- Communications chair remains open to the infinite possibilities available through the use of technology and energy to achieve the goals of the Communications Vision.
- 3-month trial period of the calendar as written with weekly themed e-mails. To be reviewed in late July for efficacy.
- World Peace Hologram Policy- (in progress) Announcement 1 day prior to the event and communication to Chair for posting in "Upcoming Events" e-mail AND a post to Facebook/Social Media.
- WOT policy- (in progress)

Accepted 5.18.2020

To be reviewed Annually by President, Communications Chair, and RPA Board.