Interagency Committee of State Employed Women (ICSEW)

Policy No.: 300

Policy Name: Communications Subcommittee

PURPOSE

This policy outlines the roles and responsibilities of the Communications Subcommittee to manage ICSEW's communications to include, but not limited to, the website and various social media platforms.

SCOPE

This policy applies to the ICSEW Communications Subcommittee, the subcommittee co-chairs, and the ICSEW general membership.

POLICY

The Communications Subcommittee Co-chair(s) and members are responsible for the publication of articles, ICSEW newsletter, website, and social media channels. This includes proofreading items for grammatical and spelling errors, ensuring the content of the articles remains intact and relevant to Washingtonians, and maintaining a non-biased and neutral tone.

The Communications Subcommittee will be responsible for:

- Consistently using social media channels to promote ICSEW events and disseminate information.
- Assisting the ICSEW in cataloging and storing historical information while gathering and distributing new information.
- Uploading documents to the Teams channel.
- Maintaining the ICSEW website.
- Responding to media inquiries.
- Preparing and coordinating governor proclamations.
- Drafting invitations and letters for state agency leadership teams, in coordination with ICSEW's Executive Chair, Vice Chair, Treasurers and Executive Secretaries ("Executive Leadership").
- Supporting other subcommittees as needed, including the Conference and Meeting Production Sub-committee's annual leadership conference as well as virtual and in-person meetings.
- Producing ICSEW's online publications, including the bi-monthly newsletter and meeting previews, while ensuring these communications are available across multiple platforms, such as the website, social media, etc.
- Reviewing and sending ICSEW's group emails (GovDelivery), including the bi-monthly newsletter, meeting previews, and content received from other subcommittees and

business partners.

The ICSEW website and social media platforms shall be maintained with up-to-date information and events, including:

- ICSEW meeting agendas/previews and post meeting minutes.
- Current ICSEW Executive Order and the Governor's proclamations.
- Bylaws, policies and procedures.
- Individual pages for each subcommittee.
- Information on becoming an ICSEW member.
- Calendar of events.
- Annual professional conference details

ICSEW Website:

The ICSEW website is maintained by the subcommittee's website content managers. Each board member has the responsibility for informing the website content managers of any changes or updates needed. Each subcommittee will monitor their specific pages to ensure it is up to date with current information. The general membership of ICSEW is encouraged to bring website content ideas or changes to the Communication Subcommittee.

Social Media Channels:

The social media platforms ICSEW utilize include Facebook, LinkedIn, Instagram, and X; providing relevant and updated information. It is encouraged to include hashtags (#) that are associated with the information at the time of posting. These posts will:

- Enhance engagement and awareness by creating relevant, informative, and engaging content that resonates with the audience.
- Foster transparent and open lines of communication between the ICSEW and its members, as well as the broader community.
- Promote awareness of ICSEW.

RELEVANT LAWS/RESOURCES
[none]