



Policy: Marketing

Policy Number: OU03

Effective Date: October 27, 2020

Editions: 6/26/18

The Coalition is responsible for marketing our brand in the community. Appropriate platforms and materials will be used to reach families, providers and the community with pertinent information, delivering it in unique and engaging ways. Posts and collateral will include topics such as Coalition services, community resources, provider resources, events and other information relevant to our target audiences and mission.

Distribution/Posts will be scheduled at a frequency that is most engaging with audience, based on each individual marketing event. Social media accounts will be managed and monitored by limited staff and volunteers as authorized by the Director of Community Partnerships. The Director of Community Partnerships will also outline procedures to clearly set expectations, protect brand reputation including appropriate use of logos, colors, fonts and templates, and increase advocacy related to Coalition owned and operated social media accounts.