**Message Communications Practices**

**of the MSU Retirees Association**

**for newsletter, website, e-Notices, Facebook and/or Twitter Postings**

In a way we have a practice for how to handle these kinds of requests (not a policy, technically, and I don't think a formal policy is needed). Al (for newsletter), Andy (for website and Facebook), and I (Gordon for e-Notices and Twitter) have kind of evolved a practice which I think can be described as follows:

If a request is likely to be of reasonably broad interest to MSURA members and it is otherwise consistent with the intent of the newsletter, website, and/or e-Notices… then Al, Andy, and/or Gordon will include something in some or all of those three media… as well as on Facebook and Twitter (potentially five media total).

But if a request is likely of interest only to a very narrow subset of MSURA members and/or is inconsistent with the intent of the newsletter, website, and/or e-Notices… then Andy and/or Gordon will put something on Facebook and/or Twitter.

If something seems inappropriate to distribute and/or is likely of little interest to MSURA members… then we don't distribute it.

The above decisions are left to the discretion, judgment, and experience of MSURA's three media editors. These three communications editors (the Communications Committee) would appreciate any advice or comments from Board members or MSU retirees on any specific requests to assist in their decisions.

The above are my paraphrase of what I perceive to be our (the three media editors') operating practices. While the three of us constitute the bulk of MSURA's Communications Committee, you won't find these written down in any formal fashion… that's why they are a "practice" and not a "policy." The Communications Committee has not had face-to-face meetings, but the three of us regularly share perspectives (via email) on requests like these… and we each observe (as can any of you) what judgment call was made on a given request.

For example, the recent "town hall" request went to Facebook and will go to Twitter (after I consulted with the person who submitted the request), but it will not go in the newsletter, on the website, or in e-Notices.

Hard 'n' fast rules & policies do not serve us well on such matters, because each of our five media have different characteristics, can have different audiences, and typically have different objectives/intents. Such matters are best weighed within the experiences and perspectives of the three media editors.

My opinion. Al and Andy can chime in if they wish.

Bottom line… my suggestion is that such requests to MSURA should be referred directly to MSURA's three media editors for disposition. Each of us has consistently demonstrated a timely response to requests, even when we are out of town :) so I see such a referral (to the three media editors) as being, in fact, a SERVICE to our members and to interested parties.

I think "referral" is a better choice than "promising" something which may not be actionable (given the differences among MSURA's five publication media).

Written by Gordon Williams

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