



## External Communications Policy

### **New York Library Association [NYLA] External Communications Statement Policy**

NYLA Units may disseminate and develop a variety of content to their members. However, any messaging intended for external audiences must be consistent with NYLA's mission, goals and standards. All external messaging must be submitted through NYLA staff before being finalized and made public.

### **External Message Definition**

Any messaging intended for audiences beyond the NYLA membership and are representative of the organization or its Units.

- Examples of external messages
  - Press Releases
  - Statements outside of NYLA Social Media / Publication channels
  - Listserv Posts – NYLINE or any non-NYLA hosted list
  - Letters of support
  - Petitions

### **Submission Procedure**

All external messages must be submitted through NYLA staff for review. Request for review should be submitted to [marketing@nyla.org](mailto:marketing@nyla.org) Responses to request for review will be returned within 3-5 business days.

*Developed by NYLA Communications Committee 8/2020*

*Approved by NYLA Council 10/29/2020*

*Reaffirmed by NYLA Council 5/2/2024*