



Inland Regional Center Digital Communication Policies

SECTION 1: DIGITAL COMMUNICATIONS PURPOSE STATEMENT

IRC's digital communications include inlandrc.org, IRC social media accounts, email publications, and any other communications that are web-based. The purpose of IRC's digital communication is to promote the mission, message, and brand of Inland Regional Center (IRC) to key audiences. These audiences are known collectively as the IRC Community and include Consumers, their families, vendors, community partners, and media.

Brand messaging and promotion will be carried out in a way that can be readily adapted to meet diverse and changing needs, while providing targeted and user-friendly content. IRC digital communication will also serve to provide current information to the IRC Community in a manner that is relevant, engaging, and easy to navigate.

The strategic direction of IRC's digital communication is determined and monitored by IRC's Community Engagement (CE) unit. With oversight from IRC's Director of Community Services, CE manages the content, design, creation, functionality, messaging, and administration of all IRC web-based communications.

SECTION 2: ROLE OF COMMUNITY ENGAGEMENT

CE oversees IRC marketing strategies and initiatives for web and print media. This includes ownership of content, selection of creative elements, and channels of distribution. CE is comprised of marketing, content, and technical professionals that meet weekly to:

- (1) Facilitate cross-functional communication and collaboration
- (2) Identify, clarify, and assign tasks, policies, practices, and make decisions necessary to sustain IRC digital communication in a manner that is consistent with the purpose detailed in SECTION 1

SECTION 3: WEB TEAM

The Web Team is comprised of the following members: Program Manager - Community Engagement, Community Relations Specialist, Consumer Service Technician III, Information Technology Manager, Network Administrator, and a designee from IRC's Emergency Response Team.

The responsibilities of the Web team include, but are not limited, to:

- Creation and posting of content, while adhering to stylistic and image standards
- Serving as the point of contact for content changes/updates
- Hands-on operations of website content and functionality

SECTION 4: REQUIRED CONTENT

In cases where IRC is required by law or directed by the Department of Developmental Services (DDS) to post to inlandrc.org, content approval will be provided by the Executive Director, Associate Executive Director, or their designee.

SECTION 5: CONTENT DECISIONS

As the agency's foremost web experts, IRC's Web Team is responsible for all content/post decisions outside that addressed in SECTION 4. This team evaluates the viability, sustainability, and value of all content.

SECTION 6: COURTESY POSTS

As stated in SECTION 1, the primary function of IRC's digital communications is to promote the mission, message, and brand of Inland Regional Center. Requests by outside agencies to advertise events or resources must be deemed relevant by IRC's Web Team and have approval from the CE Program Manager. If a post request is approved, the Web Team reserves the right to decide how best to present the information. Courtesy posts will typically appear on IRC's web calendar and Twitter.

Post requests should be sent to community@inlandrc.org, no later than 2 weeks prior to the event date.