



PACAC's Communication Policy

Communication Mission: Our mission is to inform our membership of what is going on in the organization and industry, and provide highlights and reminders throughout the year through print, email, and social media outlets. This includes but is not limited to: PACAC events, updates from our government relations committee, fundraising efforts for our organization, call for nominations, and supporting our committees through calls to action.

- I. As part of our mission to keep our membership informed, we use these varying modes of communication:
 - a. Print:
 - i. Our organization also uses print media, such as brochures, flyers, postcards, and posters, to advertise our events and programming. For further information, contact the Director of Marketing at marketing@pacac.org
 - b. Email:
 - i. PACAC communicates with its membership most frequently through email, sharing pertinent news from our national organization, NACAC, information about PACAC events, action alerts, and membership surveys. **This information is included in a monthly email newsletter that is sent out to the membership.** For further information regarding email communications, contact the Executive Assistant at info@pacac.org
 - ii. Our quarterly **publication**, The Pacer, keeps members informed on happenings in the association, provides professional advice and tips, and offers readers the chance to share personal and professional updates through "Postings." **The Pacer is delivered by email to members.** Reach out to The Pacer staff at communications@pacac.org
 - c. Social Media:
 - i. PACAC uses various social media platforms as a means to communicate with our membership, as well as share fun news associated with our organization. #PACACDay is an example of one such event, where we encourage our membership to celebrate the profession and our organization on social media. For further information regarding PACAC's social media platforms, reach out to the Director of Marketing at marketing@pacac.org
- II. Our modes of communication are meant to be a source of information from our organization and not third party vendors or those looking to generate revenue (i.e. book sales, conferences not associated with our organization, etc). Neither third party vendors nor individuals inside or outside of the organization will be given access to a mailing or email list of the membership of PACAC.
 - a. The one exception to this policy is vendors that choose to exhibit at PACAC's Annual Conference, who are given the ability to email conference attendees (those who have opted-in). If you are interested in advertising through PACAC, please reach out to marketing@pacac.org
- III. The following social media page(s) and group(s) are currently approved by PACAC
 - a. Pennsylvania Association for College Admission Counseling @PACAC1954
 - b. PACAC Conference @PACACconference
 - c. PACAC Summer Institute @PACACinstitute (currently Twitter only)
- IV. In order to better maintain our branding and organizational identity, we aim to keep our social media communications centralized. If the need is identified for a new page or group as part of PACAC's social media presence, approval must be obtained from the Communication team. Please reach out to the Director of Marketing at marketing@pacac.org or the Communications Committee Chair at communications@pacac.org
- V. Should you have any questions general questions regarding the Communication Policy, please reach out to the Director of Marketing at marketing@pacac.org or to PACAC's Executive Assistant at info@pacac.org.