

STANDARD OPERATING PROCEDURE (SOP) FOR APPNA COMMUNICATION COMMITTEE

PURPOSE

The Communication Committee is responsible for drafting all original content for blast emails, social media posting, and You Tube videos. Communication Committee will also be conducting Town Halls and APPNA Café series. The SUNO APPNA Podcast will also be in the domain of the Communication Committee.

The committee supports transparency, engagement, and awareness of APPNA's mission, programs, and activities. The Communication Committee will prepare communications recognizing special days (Mother's Day, Father's Day, Doctor's Day, Independence Day, etc) and assist APPNA President with messaging as needed.

SCOPE

This SOP applies to all members of the Communication Committee, the Committee Chair, Co-Chairs and any staff involved in communication-related activities.

ROLES & RESPONSIBILITIES

Committee Chair

- Leads committee meetings and sets communication goals.
- Meeting will be held once a month – date to be predetermined at the first meeting.
- All meetings will be on zoom.
- Coordinates with the Board and other committees
- Approves key messaging and communication plans.
- Ensures alignment with APPNA policies and branding.
- Authorized to approve e-blasts on behalf of President APPNA(if President unavailable)
- Conduct APPNA Town Halls and APPNA Café Series.
- All e-blast and social media content has to be reviewed by Chair of Communication Committee before it is sent for publication – shared on social media.
- Will have access (with password) to APPNA social media accounts (Facebook, Instagram, Tik Tok, Twitter, LinkedIn, and You -tube). Will review all social media content before sharing.

Committee Co-Chair

- Conduct APPNA Town Halls and APPNA Café Series
- SUNO APPNA Podcast with assistance of committee members (as needed)
- Records minutes of the meeting. Meeting minutes will be shared with the committee in 2 -3 business days after the meeting and submitted to the APPNA central office in 14 days after majority of committee members have voted on them.

Committee Members

- Develop content to share on social media platforms.
- Assist with newsletters, announcements, and social media.
- Support event promotion and community outreach
- Respond to communication-related requests and inquiries.
- Conduct Town Halls, APPNA Café Series interviews
- Develop brand marketing strategies.
- Attendance at meetings will be recorded. If member does not attend more than 3 consecutive meetings, then that member will be reported to Board of Directors with possible removal of the said member from the Committee (at the discretion of BOD).
- Committee members are encouraged to collaborate proactively and communicate availability in advance when unable to attend meetings.
- All social media content from Communication Committee will be shared on APPNA social media handles.
- All committee members, including Chair and Co-Chair must sign APPNA Code of Conduct and Conflict of Interest Form. If they have not signed these forms by the deadline outlined by APPNA Office, they may be removed from the committee.

Administrative and IT Support

- Maintains communication platforms (email lists, website, social media)
- Assists with design, scheduling, and distribution.
- Archives communication materials
- Maintains an archive of approved communications for reference and continuity across leadership terms.

COMMUNICATION CHANNELS

The committee will manage the following channels:

- Email newsletters and announcements
- Social media platforms – Facebook, Tik Tok, Instagram, Twitter, LinkedIn, You tube
- APPNA Website content
- APPNA Portal
- Flyers, posters, and print materials.
- APPNA announcements and press releases
- SUNO APPNA Podcast
- APPNA Café Series

CONTENT DEVELOPMENT PROCESS

1. Identify communication needs and target audience.
2. Draft content using approved tone, branding, and messaging.
3. Review content for accuracy, clarity, and relevance

4. Obtain approval from the Chair / Co-Chair
5. Content will be scheduled to be distributed by the Chair or Co-Chair of the Committee.
6. In urgent or time-sensitive situations, the Chair or Co-Chair may expedite the review and approval process while maintaining mission alignment.

BRANDING & MESSAGING STANDARD

- Use approved logos, colors, and templates.
- Maintain a consistent voice and tone.
- Ensure messaging aligns with APPNAs mission and values.
- Avoid unauthorized or conflicting statements.
- Content created for social media platforms (including TikTok, Reels, Shorts, and similar formats) must remain mission-focused and avoid personal promotion or content that may create a conflict of interest.
- The Communication Committee Chair and Co-Chair may request edits to social media clips as needed to ensure alignment with APPNA's mission, branding, and ethical standards before publication.

GENERAL COMMUNICATION POLICY

- Each APPNA Committee may issue up to **two** email and / or social media communication per month.
 - **MERIT, RESA , YPC , NEC and EGC and COMMUNICATION Committee are exempt from this rule.**
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- Committees must provide the requested dates and times for email / social media release. If none are specified, APPNA Communication Committee will assign the next available slot.
- All communications must be **relevant, professional, and aligned with APPNA's mission, brand, and committee objectives.**
- **Meeting announcements** (Strategy, Spring, Summer, Fall and Winter Meetings) will take priority across email and social media platforms to boost participation.
- **Committee projects that advance APPNA 's mission (fundraising telethons during Ramadan)** will receive promotional priority upon BOD approval.
- Committees are requested to share their content 2 weeks prior to being released. All committees will have to draft their own email – Communication Committee will review it to ensure the email is aligned with APPNA 's mission and goals. All messaging must remain mission aligned relevant to committee initiatives.

COMMUNICATION POLICY DURING RAMADAN

- If the Spring meeting occurs during Ramadan, then the limit of e-blast and social media posts may exceed the limit outlined above for official promotion.

ELECTION PERIOD POLICY

- Nomination and Election Committee may communicate more frequently during the election cycle.
- Frequency and content will be determined by the number of candidates and will follow the Code of Conduct outlined by the NEC in terms of e-mails.
- All election related communication must maintain neutrality, professionalism, and compliance with NEC's COC guidelines.

SUBMISSION AND APPROVAL PROCESS

- All email and social media content must be submitted in final form , ready for distribution / sharing.
- APPNA Communication Committee will **NOT** engage in extended edits or revisions.
- **All BOD appointed Committees will send their content /email to the Communication Committee who will then send it to Laiq and Maaz.**
- Laiq and Maaz will obtain final approval from APPNA President before publication. If in the event President APPNA is unavailable, then Chair of Communication Committee will be authorized to approve it for publication.
- Laiq and Maaz will track frequency to ensure n committee exceeds the allowed number of posts.

AUTHORITY OF APPNA PRESIDENT

- The APPNA President is the official spokesperson and holds full authority to approve, modify, or reject any communication at any time.
- APPNA President's decision is final and must be respected.
- Leslye, Laiq and Maaz are responsible for facilitating requests, coordinating content and ensuring compliance – no approval decisions.

REVIEW & UPDATES

- This SOP shall be reviewed annually by the Communication Committee and updated as necessary. All revisions require approval from the Board of Directors.
- The SOP after BOD approval will be distributed to all Committee chairs for compliance.
- Any exceptions to these policies will require written approval from President APPNA.

