

SUBMISSION OF PROPOSED MOTION

Motion number: 10.2021.1

Subject: WCA Communication Team

Intent: Rights and duties of the WCA Communication Team

Submitted by: WCA Board

Date: February 28, 2021

Motion

The WCA Communication Team is an Advisory Committee of the WCA with the role to oversee and support communications of the WCA with the Community and the general public.

1. The internal and external communication of the WCA should contribute to the Objectives of the WCA and support a general positive culture of friendliness, transparency, inclusiveness, openness, and responsiveness.
2. The WCA Communication Team has the following rights and duties:
 - 2.1 Monitoring the communication of the WCA with the general public via different communication channels and social media.
 - 2.2 Supporting WCA Staff with communication via internal and external channels.
 - 2.3 Managing the presence of the WCA in social media by creating, regularly updating, and removing social media accounts on behalf of the WCA on platforms that are most applicable to reaching the WCA Community and the general public.
 - 2.4 Creating and publishing general content of the WCA via social media and other communication channels.
 - 2.5 Managing the media and media hyperlinks uploaded by users to the WCA website.
 - 2.6 Preventing and solving cases of unauthorized or incorrect use of WCA content and references.
 - 2.7 Maintaining and publishing information that addresses frequently asked questions from the general public and WCA Staff.
 - 2.8 Handling communication with the general public regarding general information requests, frequently asked questions, and incorrectly addressed communication.