



Internal and External Communications Policy

The goals of LWFVNC communications activities are to:

- Publicize the positions, initiatives, activities, and calls to action of the League of Women Voters of North Carolina
- Facilitate and enhance the exchange of ideas and sharing of information between local Leagues and the state organization
- Increase visibility for LWFVNC and its positions through publication or broadcast of materials, position statements, and other information generated by the organization and its priority action teams
- Use consistent branding (logos, fonts, colors, and disclaimers)

The president of the LWFVNC is the organization's spokesperson unless the president designates another subject expert.

LWFVNC will provide timely, well-composed, and compelling information on issues of importance to North Carolina voters. All communications will uphold the League's values of nonpartisanship, inclusivity, and accessibility. The communications director and communications contractor will:

- Update and maintain website with current information, position statements, and events
- Maintain an active and relevant social media presence
- The communications director and team will polish, proof, and distribute written communications to the news media (Final approval by president)
- News media contact lists will be updated and maintained
- When appropriate, provide the news media with access to the president and spokespeople as news sources
- Provide media training for president and priority team leaders as needed
- Provide message development support to president and team leaders as needed
- League action teams will designate a communications point person
 - Point person will provide the communications director with materials that have been fact-checked and sourced
 - Information about events, actions, and position statements will be provided to the communications director with as much advance lead time as possible

External communications will be generated and approved as follows:

- External communications must receive a final approval by the president
- Materials will be written, fact-checked, and sourced by subject experts (issue teams, content experts, etc.)
- Information will be reviewed by the communications director, edited, and polished or formatted as needed
- Materials will be distributed to various platforms by the communications team
 - Distribution mechanisms include the LWVNC website, social media, newsletters, and editorial tactics such as press releases, letters to the editor, op-eds, speeches, public statements, etc.

Intra-League Communications (Internal)

The goal of intra-League communication is to establish communications between the state organization and NC Leagues in order to provide support, mobilize action, share best practices, develop consistent messages, and provide a cohesive voice on statewide issues.

Strategy – Establish two-way communication

- Tactics
 - Board visits to local Leagues to increase visibility and establish personal contact
 - Regional meetings held annually in person when possible
 - Monthly Presidents Calls via Zoom
 - Highlight priority areas and action
 - Meetings held for special positions – Treasurer, Secretary, Voter Services, CBOE monitoring, Observer Corps, Communications, etc.
 - Quarterly newsletter to focus on state-level activities including Action Teams
 - Bi-monthly newsletters to capture and highlight local League activities
 - Create and update social media and website pages to feature League news, statements, calls to action, local activities, and best practices
 - Develop and distribute action alerts/calls to action when appropriate
 - Provide local Leagues with templates, graphics, and suggested communications tools to promote consistency of messaging as needed
- Evaluation
 - Periodic review of communications effectiveness to take place
 - Metrics: reach, engagement, media pickups will be captured and shared with Board
 - Bi-annual update of policy to reflect evolving tools or priorities

Amended and Adopted August 11, 2025