

## **IIAT Media and Public Relations Policy**

### **Overview**

As a state trade association and the collective voice of agency members, IIAT's positions, programs, activities and plans are of special interest to the insurance industry. One of the important ways IIAT promotes the association is through the trade press. In order to maintain a professional and trusted relationship with the media, information coming from IIAT must be accurate, timely, complete and in harmony with the official position of the association. The IIAT communications department and executive staff has been designated as the first and primary contact with the media. In the interest of orderly, consistent management of the information released to the media, and to protect the interests of the association and its members, the following guidelines have been established:

### **Dealing with the Media**

IIAT's chair, president and designated senior staff are the only individuals who may speak on behalf of the association, unless requested by IIAT. If you are contacted by the media to provide comment on a personal basis, IIAT staff is prepared to provide you with as much information as possible and counsel you on what to expect during the interview. In addition, IIAT staff can participate with you in the interview. Please keep in mind that you are not required to speak to the media.

### **Positive Image**

IIAT members who speak to the media are expected to discuss the association in a positive light or not to comment. IIAT members who wish to respond to an issue raised by the media are asked to coordinate their response with IIAT.

### **Confidentiality**

Certain Board policy matters, strategic plans, and ongoing negotiations are considered confidential unless approved for discussion by the IIAT chair or president. Members are expected to assist in the protection of confidential matters. (Associations ordinarily require a high degree of openness.)

### **Times of Crisis**

If a member of the media contacts you during a crisis, refer the caller to IIAT's communications director who will coordinate a response on behalf of the organization.

### **Social Media**

Social media is changing the way individuals and companies communicate, offering new ways to engage with customers, colleagues, and the world at large. It's a way for members to take part in global conversations related to our industry and IPC. Members on social media sites are expected to discuss IIAT positively or refrain from commenting. Members are invited to become regular or guest bloggers on the official IIAT blog, Texas Agent ([www.TexasAgent.org](http://www.TexasAgent.org)).

IIAT maintains the following social media sites:

- Texas Agent blog: [www.TexasAgent.org](http://www.TexasAgent.org)
- Facebook: <https://www.facebook.com/iiatx/>
- LinkedIn: [www.linkedin.com/company/1015178](http://www.linkedin.com/company/1015178)
- Twitter: [www.twitter.com/iiatexas](http://www.twitter.com/iiatexas)

## IIAT Department Communications

In addition to oversight of IIAT's media relations activities, the Communications department is responsible for IIAT publications, internal and external communications, editorial services, graphic design and graphics design standards, advertising, website content, special events promotions and photography. If you have any questions, please contact Matt Smith, IIAT's director of communications, at [msmith@iiat.org](mailto:msmith@iiat.org).