

**COMMUNICATIONS COMMITTEE’S RECOMMENDATION TO THE
EXECUTIVE COMMITTEE REGARDING BLS POLICIES REGARDING
POSTING/PUBLICITY REQUESTS**

I. DEFINITIONS

- a. **“Co-branded events”** – events for which the Section has been requested to lend its name for publicity purposes, but for which no Section funds have been expended.
- b. **“Co-sponsored events”** – events for which the Section has contributed some, but not all, funding.
- c. **“Section”** – The Business Law Section of The Florida Bar.
- d. **“Section Leadership”** – The Chair, Chair-Elect, and Secretary/Treasurer of the Section.
- e. **“Sponsored events”** – events fully funded by the Section.

II. PROCEDURES

- a. All requests for the Section to sponsor, co-sponsor, or co-brand any event shall be directed to the Sponsorship Committee and not to the Communications Committee.
- b. Once the Sponsorship Committee has approved an event, the procedures set forth herein shall apply.
- c. For events that are not Sponsored events, Co-sponsored events, or Co-branded events, parties seeking publicity from the Section should contact the committee chair for the committee for which the event is the most relevant. That committee chair shall then contact the Communications Chair and Section Leadership to seek approval to publicize the event.

III. SPONSORED, CO-SPONSORED, AND CO-BRANDED EVENTS

For all Sponsored events, Co-sponsored events, and Co-branded events, to obtain publicity through the Section, provide the information you want included to the Chair of the Communications Committee, with a copy to the website/social media/communications consultant working with the Section. Once provided, the event will be publicized as follows:

- a. Event information will be placed on the Master Calendar on the Section’s website;
- b. Event information will be placed in the Upcoming Events & CLE Seminars box, or such similar location as the Section’s website may currently provide;
- c. Event information will be publicized through periodic email blasts sent by the Section as follows:

- i. For Section meetings or Sponsored events, in an unlimited number and may appear in a single subject email;
 - ii. For Co-sponsored events, in up to three (3) emails, but not in single subject emails.
 - iii. Co-branded events may be publicized via email at the discretion of the Communications Chair; however, Co-branded events will never be publicized in a single subject email.
- d. Event information will be publicized through the Section's social media platforms in use at the time, including LinkedIn, Twitter, and Facebook; and
- e. Event information may also be publicized through any other media that the Section adopts or uses in the future.

IV. OTHER EVENTS

For events that are not Sponsored events, Co-sponsored events, or Co-branded events, once approved, as set forth in Section II(c) above, provide the information you want included to the Chair of the Communications Committee, with a copy to the website/social media/communications consultant working with the Section. Once provided, the event will be publicized as follows:

- a. Event information will be placed on the Master Calendar on the Section's website;
- b. Event information will be publicized through the Section's social media platforms in use at the time, including LinkedIn, Twitter, and Facebook;
- c. Event information **may** be publicized through periodic email blasts sent by the Section, but shall not be publicized by any single subject emails.

V. MISCELLANEOUS

Within the spirit of the above policies, which are designed to promote matters of interest to the Section while not inundating Section members with communications, Communications Chair may, at his or her discretion, authorize additional publicity for events.