ARLIS/NA COMMUNICATIONS GUIDELINES
(See also ARLIS/NA Style Guidelines)

I. Press Releases
Press releases are created and distributed by the Media Editor for the following announcements and on an as needed basis determined by the Executive Board. The group responsible for writing the content for the press release is included in parentheses.

● Annual conferences (ARLIS/NA President and conference co-chairs).

Awards:
● Distinguished Service Award (Distinguished Service Award Committee)
● George Wittenborn Award (George Wittenborn Award Committee)
● Wolfgang M. Freitag Internship Award (Wolfgang M. Freitag Internship Award Committee)
● Melva J. Dwyer Award (Executive Board Canadian Liaison)
● Gerd Muesham Award (Gerd Muesham Award Committee)
● Research Awards (Research Awards Committee)
● Travel Awards (Travel Awards Committee)

Administered by the Past President:
● Sotheby’s Institute of Art Research Award (Sotheby’s Institute of Art Research Award Committee coordinated with the Sotheby’s Institute)
● ARLIS/NA-Getty International Program (ARLIS/NA-Getty International Program Committee)
● Samuel H. Kress Foundation Awards for International Travel (Samuel H. Kress Foundation Award Review Panel). This is funded by a 6-year grant ending in 2019.

The Media Editor and ARLIS/NA staff coordinate press releases, website news articles, and social media postings.

II. Online Communications
ARLIS/NA is active in online communication with members and the larger community via several social media channels in addition to consistently posting Society information on ARLIS-L and the ARLIS/NA website (AWS). The central goal for all of the communication vehicles is the dissemination of information related to ARLIS/NA news, conferences, and related programming and events.

Process / Guidelines
The use of official ARLIS/NA online and social media sites should be mostly limited to communications from and information about the organization, and related news and events.
Each social media outlet has an appointed Editorial Board editor who will post to and moderate that outlet. Questions about posting should be directed to the appropriate editor.

If there is a request to post information to ARLIS/NA social media sites not specifically about ARLIS/NA, i.e., a news item about a member of the organization, the information will be posted with a preface such as: “ARLIS/NA Member News”. Editors will “follow” sites hosted by affiliate organizations and repost their news as appropriate.

**Online Communication Outlets**
Currently the various online platforms in which ARLIS/NA has a presence and are moderated and/or edited by various editors from the Editorial Board and/or staff:

<table>
<thead>
<tr>
<th>Resource</th>
<th>Updated by</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARLIS-L</td>
<td>Moderated by ARLIS-L Editor; list members post messages</td>
<td>Advertisements not permitted, see ARLIS/NA Policy Manual, section A.4.</td>
</tr>
<tr>
<td>ARLIS/NA WEBSITE</td>
<td>ARLIS/NA Staff</td>
<td>Contact Executive Board liaison about substantial changes; routine edits, changes, or corrections should be sent to <a href="mailto:e.clifford@arlisna.org">e.clifford@arlisna.org</a>. See also, section III below.</td>
</tr>
<tr>
<td><strong>SOCIAL MEDIA:</strong></td>
<td></td>
<td>The Media Editor and staff coordinate social media postings, news articles, and press releases.</td>
</tr>
<tr>
<td>See also ARLIS/NA Style Guidelines, VI. SOCIAL MEDIA for use of hashtags.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook: <a href="https://www.facebook.com/ARLISNA">https://www.facebook.com/ARLISNA</a></td>
<td>Media Editor and ARLIS/NA Staff</td>
<td>Staff are responsible for posting conference information.</td>
</tr>
<tr>
<td>Facebook: unofficial closed groups, i.e., ARLIS/NA Social Media Sewing Circle</td>
<td>Group leader / moderator</td>
<td>Groups are welcome to establish a social media presence. Any news about the groups should also be shared with the Media Editor for posting on the ARLIS/NA page.</td>
</tr>
<tr>
<td>Facebook: ARLIS/NA conference pages (new each year), i.e., <a href="https://www.facebook.com/ArlisN">https://www.facebook.com/ArlisN</a> aDC</td>
<td></td>
<td>This was the practice in the past for conferences but we no longer maintain a separate Facebook page for conferences; all conference communications on FB must be posted to the ARLIS/NA page. Staff manage all conference-related posts.</td>
</tr>
</tbody>
</table>
Facebook: ARLIS/NA chapter pages | Chapter leadership | *Chapters may create and administer their own Facebook pages.*
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Twitter | Media Editor and ARLIS/NA Staff | Staff are responsible for posting conference information.
LinkedIn (ARLIS/NA group): [https://www.linkedin.com/groups/2590950/](https://www.linkedin.com/groups/2590950/) | Media Editor and ARLIS/NA Staff | Open discussion group (anyone may join). Staff are responsible for posting conference information.
Instagram: [https://www.instagram.com/arlis_na/](https://www.instagram.com/arlis_na/) | Media Editor and ARLIS/NA Staff | Staff are responsible for posting conference information. Used mostly by conference PR person to post during conferences.
Flickr: [http://www.flickr.com/photos/arlis-na/](http://www.flickr.com/photos/arlis-na/) | Media Editor and ARLIS/NA Staff | Official conference photographs are posted on the ARLIS/NA site; the ARLIS/NA Staff create a separate conference page each year for member posted photographs.
Vimeo: [https://vimeo.com/arlisna](https://vimeo.com/arlisna) | ARLIS/NA Staff | Used for official ARLIS/NA videos.
Pinterest: [http://www.pinterest.com/arlisna/](http://www.pinterest.com/arlisna/) | Media Editor and ARLIS/NA Staff | Reviews and Multimedia and Technology Reviews are posted here in addition to the AWS; ARLIS/NA staff also use Pinterest to post conference information, especially local information.

See also: ARLIS/NA POLICY NO.: P-1. SUBJECT: GENERAL EDITORIAL POLICIES
ARLIS/NA supports freedom of expression and the free exchange of ideas in all of its communication channels. The Society’s official communication channels are moderated. ARLIS/NA does reserve the right to disallow the use of its communication channels for exchanges of a personal, offensive or inflammatory nature, or for personal or commercial gain. In such situations, a judgment will be made by the responsible editor, in consultation with the Editorial Director where necessary. Guidelines for individual ARLIS/NA communication channels are posted on the website, as needed. [Issued 3/2010]

III. **ARLIS/NA Website**

A. **Banners**

Homepage banners are created and posted by ARLIS/NA staff for:

- Annual conferences
- New editions of *Reviews and Multimedia and Technology Reviews*
- New issues of *Art Documentation*
- Awards applications and deadlines (Announcements for awards deadlines tend to be made around the same time. Only 3 news items appear on the
homepage so if awards deadlines are announced in the news, they are bumped off the homepage quickly. If there is enough time between them, they can be entered as news items. This should be coordinated with ARLIS/NA staff.

- Other announcements deemed appropriate for the banner by the Executive Board, Editorial Director, or ARLIS/NA Executive Director.

B. News

News items are created for ARLIS/NA activities and news including but not limited to:

- ARLIS/NA group (executive board, committee, division, SIG, etc.) activities and announcements such as messages from the president, study tours, newly established awards, new publications, new executive board members, searches for editors, ARLIS/NA sponsored webinars, scheduled “Chats”
- Public Policy Committee News Alerts (PPC News Alerts)
- Professional Development Committee Bulletins (PDC Bulletin)
- What Our Members Are Saying feature
- Featured Art Libraries feature
- Award winner announcements. These awards should be made as soon after the announcements are made at the conference and conference photographs are available.
  - Individual awards that get separate news articles:
    - Distinguished Service Award
    - George Wittenborn Award
    - Wolfgang M. Freitag Internship Award
    - Sotheby’s Institute of Art Research Award
    - Melva J. Dwyer Award
    - Gerd Muesham Award
    - ARLIS/NA-Getty International Program
  - Awards that can be announced in one news article:
    - Samuel H. Kress Foundation Awards for International Travel (This is funded by a 6-year grant ending in 2019.)
    - Conference Travel Awards
    - Research Awards

News items may be sent to ARLIS/NA staff for posting to AWS.

C. Webpage and Website Updates/Changes

1. Webpage Content Updates/Changes

Requests for minor webpage updates should be sent to ARLIS/NA Staff.

Significant changes to webpages must be approved by the appropriate Executive
Board liaison who will inform the Editorial Director and ARLIS/NA staff of the proposal. The Editorial Director will consult with the ARLIS/NA staff about possible minor or major structural changes to the webpage or website. Any changes to the website will be done by ARLIS/NA staff.

**Schedule for Regular Updates**

<table>
<thead>
<tr>
<th>UPDATE</th>
<th>WHEN</th>
<th>WHO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner: Call for conference proposals</td>
<td>When submission of proposals is open.</td>
<td>ARLIS/NA Staff</td>
</tr>
<tr>
<td>Banner: Conference registration</td>
<td>As soon as conference website is live.</td>
<td>ARLIS/NA Staff</td>
</tr>
<tr>
<td>Banner: Conference (“See you in …”)</td>
<td>After conference registration deadline.</td>
<td>ARLIS/NA Staff</td>
</tr>
<tr>
<td>Banner: Reviews (new edition)</td>
<td>When published.</td>
<td>ARLIS/NA Staff</td>
</tr>
<tr>
<td>Banner: Multimedia &amp; Technology Reviews (new edition)</td>
<td>When published.</td>
<td>ARLIS/NA Staff</td>
</tr>
<tr>
<td><em>Art Documentation</em> Table of Contents and Abstracts</td>
<td>As received from <em>Art Documentation</em> editor</td>
<td>ARLIS/NA Staff</td>
</tr>
<tr>
<td>Award application due dates</td>
<td>As received from Awards Committee leadership.</td>
<td>ARLIS/NA Staff</td>
</tr>
<tr>
<td>Chapter leadership updates</td>
<td>After January 1 (chapter officer terms are based on calendar years).</td>
<td>ARLIS/NA Staff</td>
</tr>
<tr>
<td>Executive Board changes</td>
<td>Immediately after annual conference membership meeting or immediately after conclusion of annual conference.</td>
<td>ARLIS/NA Staff</td>
</tr>
<tr>
<td>Executive Board minutes</td>
<td>After approval</td>
<td>ARLIS/NA Staff</td>
</tr>
<tr>
<td>Leadership changes</td>
<td>Immediately after annual conference.</td>
<td>ARLIS/NA Staff</td>
</tr>
</tbody>
</table>
2. Website Structural Changes

For changes to the website’s existing structure and functions, submit an information technology request form. For new website features and projects, submit a project and service charter to the appropriate Executive Board liaison.