MCOA Posting Policy for Website and Social Media

The Massachusetts Association of Councils on Aging (MCOA), a non-profit membership association, utilizes various online website and social media to share information to members related to network inquiries, news, photographs, achievements, grant opportunities, legislative advocacy, and information about elder care resources, programs, and related topics. The organization’s development of its website, electronic newsletter and related social media, is in keeping with MCOA’s mission to, “support the independence of adults 60 and older by advocating for programs and services to meet their needs, promote the growth and quality of Councils on Aging and senior centers and strengthen the professional skills of Council on Aging staff.” MCOA receives a range of requests from MCOA staff, MCOA membership, MCOA partners and others to make available a variety of material to distribute within, including, but not limited to, the MCOA website, electronic newsletter and social media. Materials are managed by Communications Manager, or in her absence, the Fiscal Manager.

Material to be posted on website and in weekly newsletter (“Briefs”) submitted by MCOA staff, MCOA members and MCOA partner organizations:

* Job postings
* Information requests
* Advocacy alerts
* Announcements
* Grant availability
* Education/training/conferences
* Links to partners and affiliates

Material to be posted on district section of website submitted by MCOA members and MCOA partner organizations:

* Local programs/events

Material that could generate revenue to be sent to Director of Special Projects and Fundraising Committee:

* Advertisements
* Web Site links

If the material submitted falls outside the above listed categories, it will be submitted to Executive Director and Director of Member Services for a decision if material will be incorporated in social media/networking services.

Board approval date: 8/29/2018