

VioPixel Media Policy

Issued: 03/21/2019

Purpose

The VioPixel Media Policy outlines the comprehensive guidelines for creating, sharing, and managing content related to VioPixel, both internally and externally. The primary goal is to maintain the agency's reputation, ensure consistent messaging, and align communication efforts with our core values of creativity, transparency, people-centric practices, and professionalism. The policy also aims to protect VioPixel's intellectual property and maintain compliance with legal standards.

Scope

This policy applies to all VioPixel employees, contractors, partners, and anyone who represents the company in any media format. This includes, but is not limited to, social media, press releases, interviews, blogs, podcasts, video content, public speaking events, webinars, and any other form of public communication.

Core Values Alignment

At VioPixel, our media presence should consistently reflect our core values:

- **Creativity First:** Our media content should be innovative, bold, and reflective of our commitment to pushing creative boundaries.
- **People Over Profits:** All communications should prioritize human connection and community, reflecting the importance of our team and clients.
- **Work Smart, Play Hard:** Media engagements should be approached with professionalism while embracing our dynamic and fun culture.
- **Transparency is Key:** Honest and clear communication is essential, whether discussing our projects, team efforts, or industry insights.
- **Growth Mindset:** Media content should inspire and educate, reflecting our commitment to continuous learning and evolution.

Guidelines for Media Engagement

General Principles

1. **Accuracy and Honesty:** All public communications must be accurate, truthful, and free from misleading statements. Misrepresentation can damage credibility and the agency's reputation.
2. **Authorization:** Only designated personnel, including the CEO, Media Relations Manager, and approved senior staff, are permitted to speak on behalf of VioPixel. Any media inquiries should be directed to the Media Relations Manager or the CEO.
3. **Professionalism:** Maintain a respectful, courteous, and professional tone at all times, especially when responding to public criticism or controversy.
4. **Confidentiality:** Do not disclose proprietary information, client data, or confidential internal matters without proper authorization. Unauthorized disclosures may lead to disciplinary actions.
5. **Intellectual Property:** Always credit sources and obtain permissions when using third-party content. Plagiarism or misuse of copyrighted material is strictly prohibited.

Public Organization Contracts and Open Records Requests

In compliance with applicable laws, including the Open Records Act, VioPixel is committed to transparency when holding public, state, or federal contracts. The following guidelines apply:

1. **Record Maintenance:** All records related to public contracts will be maintained accurately and securely, including communications, deliverables, financial records, and correspondence.
2. **Open Records Requests:** Any request for information related to public contracts will be handled promptly and transparently. The Media Relations Manager will coordinate with the Legal Department to ensure compliance and accuracy.
3. **Approval and Release:** Prior to releasing records, all documents will be reviewed to ensure they do not contain sensitive, confidential, or proprietary information not subject to disclosure under the Open Records Act.
4. **Response Timeliness:** VioPixel will respond to requests within the timeframe specified by law and maintain clear communication with the requesting party.

Media Interviews and Public Statements

Authorized Spokespersons

- The following individuals are authorized to speak on behalf of VioPixel without additional permission: CEO, Media Relations Manager, and approved senior leadership.
- Employees may participate in interviews or public speaking engagements if they receive prior written approval from the Media Relations Manager.

Unauthorized Interviews

- Employees not designated as official spokespeople must decline interview requests and direct inquiries to the Media Relations Manager.
- If an employee is approached unexpectedly by the media, they should refrain from commenting and politely explain that they are not authorized to speak on behalf of the agency.

Interview Preparation

- All interviewees must undergo media training and be thoroughly briefed on the topics to be covered. The Media Relations Manager will assist with preparation and message consistency.
- Statements should align with VioPixel's strategic messaging and brand identity.

Social Media Usage

- **Personal Accounts:** While employees are encouraged to express themselves personally, they should clearly distinguish personal opinions from VioPixel's views. Adding a disclaimer such as, "Opinions are my own," is recommended.
- **Official Accounts:** Only authorized individuals may post on official VioPixel social media channels. Misuse or unauthorized posting will result in disciplinary action.
- **Content Guidelines:** Posts should be creative, relevant, and reflective of VioPixel's brand identity. Avoid controversial topics that do not align with our mission.
- **Responding to Comments:** Handle criticism with professionalism. Escalate serious issues to the Media Relations Manager.
- **Content Removal:** Any post that violates this policy or damages VioPixel's reputation must be removed immediately.

Crisis Communication

In the event of a crisis, the following steps should be taken:

1. **Immediate Notification:** Inform the Media Relations Manager and the CEO of any potential crisis situation without delay.
2. **Strategic Planning:** The leadership team will develop a crisis communication strategy, including designated spokespeople and prepared statements.
3. **Official Response:** Only authorized spokespeople should make public statements. Drafts of all statements should be reviewed for accuracy, legal compliance, and alignment with VioPixel's values.
4. **Media Monitoring:** Continuously monitor media coverage and public sentiment. Report updates to the leadership team and adjust strategies as needed.

Disciplinary Action

Violations of this Media Policy may result in disciplinary action, including verbal or written warnings, suspension, or termination of employment or contract. The severity of the action will be based on the nature of the violation and its impact on VioPixel.

Policy Review

This Media Policy will be reviewed annually and updated as needed to align with evolving media practices, legal requirements, and VioPixel's growth.

Contact Information

For questions or clarifications regarding this policy, please contact the Media Relations Manager at sara@viopixel.com.

By adhering to this policy, we ensure that VioPixel's media presence is consistent, professional, and aligned with our core values.