TGAINST 6000
01 Aug 2022

TOPGUN ASSOCIATION COMMUNICATIONS POLICY AND REGULATIONS

RECORD OF CHANGES

IDENTIFICATION OF CORRECTION OR CHANGE	DATE OF CHANGE	DATE OF ENTRY	ENTERED BY

TGAINST 6000
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TOPGUN NAVY FIGHTER WEAPONS SCHOOL ASSOCIATION
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TGAINST 6000
COMM
01 Aug 2022

TGA INSTRUCTION 6000

From: President, TOPGUN Association

Subj: TOPGUN ASSOCIATION COMMUNICATIONS POLICY AND REGULATIONS

Ref: (a) First Amendment to Bylaws of TGA 11 Mar 2020
(b) CNATRA ltr dtd 24 Apr 20 TRADEMARK USAGE

Encl: (1) TGA Acknowledgment of Receipt CIPCNATRA 27 Apr 2021

1. Purpose. To provide basic policy and regulations for carrying out the internal and external communications programs of the TOPGUN Association (TGA).

2. Scope. This instruction is applicable throughout the TGA.

3. Administration and Maintenance. The Communications Department Head (COMM) is assigned responsibility for the implementation and administration of these regulations and is authorized to issue any subsequent changes. Submit recommendations for changes and improvements, with supporting data, to COMM.

4. Forms. The following forms are for external communications requests and are available electronically on the TGA Web site at https://www.topgunassociation.org/comm/commreq.

a. COMM 6200 Request for social media post.

b. COMM 6201 Request for print media support (TBD).

c. COMM 6202 Request for video support (TBD).

d. COMM 6203 Request for Web site posting (TBD).

Kevin McLaughlin

K. M. MCLAUGHLIN

TOPGUN ASSOCIATION
COMMUNICATIONS POLICY AND REGULATIONS

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References:

First Amendment to Bylaws of TGA, 11 Mar 2020

CNATRA letter, 24 Apr 2020, TRADEMARK USAGE

CHAPTER 1

COMMUNICATIONS FUNDAMENTALS

1-1 Definition and General

1. Definition. For the purposes of the TGA, Communications refers to the TGA's internal and external infrastructure used by officers to interact with one another, its membership, and the public.

2. General. The TGA Communications Department (COMM) exists to provide the TGA officers and committee members the requisite communications infrastructure to communicate and accomplish their stated mission per reference (a). The TGA officers and their departments are the content creators, or messengers, and COMM gives them the infrastructure to distribute content or convey their messages. Infrastructure such as social media, Web site, print media and video production are some of the available tools COMM creates, manages, and maintains.

Traditional businesses which create products normally maintain a large marketing and public relations departments to sell their goods. Unlike traditional businesses, service organizations or non-profits typically do not produce tangible goods, rather they provide support or awareness of a certain cause, which by design means the entire organization is involved in the marketing and public affairs of the organization – in other words, the message is the mission. In these organizations, a separate marketing department and public affairs department would be redundant. If the non-profit organization's mission focus is on support, awareness, and education, it needs sufficient in-house communications infrastructure to provide efficient and effective ways to communicate with one another and their target audience. In this case, the Communications Department provides IT management, social media platforms, Web site management, imagery data bases, and print/video production to the mission specific departments who are executing the organization's mission.

1-2 Objective and Responsibilities

1. Objective. To prescribe standards for the preparation and management of communications throughout the TGA.

2. Responsibilities.

a. The TGA Communications Department Head (COMM) shall administer the TGA's Communications Program as detailed in this manual.

b. TGA Officers should familiarize themselves with this manual and ensure that endorsed and forwarded communications material conforms to the procedures listed therein and are in keeping with the objectives and purposes stated in the TGA Bylaws per reference (a).

1-3 Communications Organization and Chains of Authority

1. Communications Organization. The COMM Department Head shall be a current member of the TGA's board of directors. COMM committee members may be TGA members or contractors whose service in COMM shall be approved by the TGA board of directors.

2. Chains of Authority.

a. The TGA board of directors issue policy, procedures, guidance, and operational tasking to COMM.

b. The COMM Department Head is responsible for administering the TGA Communications Program and has release authority of communications external to the TGA.

c. TOPGUN approval is required for the release of any information, photos, or video of joint TGA-TOPGUN events where TOPGUN personnel are in attendance.

d. Only TGA officers, designated in writing, and contract communications management personnel, approved by the TGA board of directors, are authorized to serve as approval authorities for the release of information, such as press releases, articles, videos, photos, or any content published to a publicly available Web presence.

1-4 TGA Objectives and Purposes, and Communications Department Goals

1. TGA Objectives and Purposes. The primary objectives and purposes of the TGA per reference (a) are:

a. To support the United States Navy Fighter Weapons School in the performance of its mission within the Navy and Marine Corps.

b. To capture and articulate the history and legacy of the United States Navy Fighter Weapons School and its critical role in the future of naval aviation and the success of United States Naval Forces.

c. To stimulate and educate the next generation of naval aviators

d. To inspire tomorrow's leaders

2. Communications Department Goals. The primary goal of COMM is to provide communications support to the other TGA departments and committees in their duties to achieve the TGA's objectives and purposes. Specifically, COMM focus, efforts, assets, and materials should seek to:

a. Accurately transmit TGA's messaging to its intended audience

b. Streamline and enhance TGA's internal communications

c. Assist TGA Membership Committee in maintaining maximum membership rolls

d. Foster TGA esprit de corps by facilitating TGA staff-to-member, and member-to-member communication

e. Aid TGA's continuing pursuit of qualified prospective TGA officers, sponsors, and volunteers

3. Reporting of Measurable Communications Statistics. COMM should obtain quarterly membership statistics from the TGA Administrative Coordinator and Membership Committee and detail its own statistics, which should include social media posts by type, Web site traffic metrics, etc., and report these findings at scheduled TGA board of directors meetings.

1-5 Ethics for Communications Department Personnel

1. Ethics. Ethics are the rules or standards governing the conduct of a person, organization, or the members of a profession. The TGA holds itself to a high ethical standard with the Department of the Navy Core Values of Honor, Courage, and Commitment. To earn and maintain the trust and credibility essential to properly represent the TGA, all Officers, members and contractors in the Communications Department shall be:

a. Loyal. Act in the best interest of TOPGUN, the TGA and COMM and drive the fulfillment of the obligation to inform TGA's audience about TOPGUN. Loyalty must be to the institution first.

b. Honest. Ensure all information for release is accurate, truthful, timely and presented in its proper context.

c. Trustworthy. Fulfill the obligations accompanying unique access to information about TOPGUN, and TGA's operations, programs, and people by being committed to requirements for security, privacy, and propriety.

d. Honorable. Maintain the integrity of relationships with contacts at TOPGUN, the TGA, and the public.

e. Fair. Receive all requests for content release and support with respect, treating each equitably and expeditiously while preserving the integrity of TGA communication.

1-6 Trademark Usage, Compliance, and Required Disclaimer

1. Trademark Usage. Use of the approved TGA logo shall follow the entirety of permissions, understanding, and terms and conditions listed in reference (b). Use of the TGA logo must always reflect and preserve the integrity, character and dignity of the United States Navy and the Naval Aviation Warfighting Development Center and be consistent with all terms and conditions contained in this reference.

2. Compliance. COMM Department personnel are required to acknowledge receipt of reference (b) and agree to comply with the same. Enclosure (1) shall be signed by all COMM Department personnel and forwarded to the TGA Administrative Coordinator for compliance record keeping.

3. Required Disclaimer. For any use of enclosure (1) that may be viewed by non-members, to include social media, the TGA will specifically include a written notation that use of the Navy Fighter Weapons School crest is used with the express permission of the United States Navy. Further, the TGA will prominently display a disclaimer to the effect of:

The TOPGUN Navy Fighter Weapons School Association is a nonprofit entity consisting of former members of the United States Fighter Weapons School and is not part of the United States Navy. No endorsement, express or implied, of the TGA or its activities is made by the Department of Defense, Department of the Navy, or the Naval Aviation Warfighting Development Center.

1-7 Public Communication on the Internet and Prohibited Content

1. Public Communication on the Internet. The appearance, accuracy, currency, and relevance of the information presented by the TGA on publicly accessible Web presences reflects on TOPGUN's and the TGA's professional standards and credibility. Additionally, information residing on a "topgunassociation.org" Web site domain is interpreted by the public as reflecting official TGA policies or positions. Therefore, all information presented must be accurate, truthful, timely, and compliant with TGA policies on the release of information to the public as described in chapter 1 of this instruction.

2. Prohibited Content. COMM and other TGA departments shall not publish and shall prohibit content within the following categories in addition to the content listed in reference (b):

a. Personal attacks, vulgar, hateful, violent, or racist language, slurs, stereotyping, hate speech, and other forms of discrimination based on any race, color, religion, national origin, disability, or sexual orientation.

CHAPTER 2

SOCIAL MEDIA

2-1 Background and Definitions

1. Background. The appearance, accuracy, currency, and relevance of the information presented by the TGA on publicly-accessible Web presences reflects on the TGA's professional standards and credibility. Therefore, all information presented must be accurate, truthful, timely, and compliant with TGA policies on the release of information to the public as described in chapter 1 of this instruction.

2. Definitions. The following are accepted definitions used in this chapter.

a. Publicly-accessible Web presences – "Web presences" are official TGA communication channels. Public communication is a responsibility of COMM, including the oversight and management of all content on official TGA publicly-accessible Web presences.

b. Internet-based capabilities (IbC) -- All publicly-accessible information capabilities and applications available across the Internet in locations not owned, operated, or controlled by TGA. IbC include collaborative tools such as social networking sites (SNS), social media, user-generated content, social software, e-mail, instant messaging, and discussion forums, e.g., YouTube, Facebook, LinkedIn, Instagram, Twitter, Google Apps. By definition, IbCs do not include TGA Web sites.

2-2 Authorities, Roles, and Responsibilities

1. Authorities, Roles, and Responsibilities. COMM is the TGA's lead official for the development of policy pertaining to content available on TGA publicly-accessible Web presences and will:

a. Administer and update the policy as set forth in this chapter in collaboration with the TGA board of directors.

b. Administer and maintain the official TGA website at www.topgunassociation.org and IbC presences for the posting of appropriate TGA information.

c. Develop a local process for the approval of information posted on TGA approved Web presences.

d. Ensure contracted communications management personnel understand and acknowledge all policies and regulations outlined in this instruction prior to receiving authorization to release information to the public.

2. TGA Social Media Administrator. The TGA Social Media Administrator (SMA) administers the TGA's social media accounts and will:

a. Use social media tools to further TGA's objectives and purposes per reference (a).

b. Advise TGA officers and committee heads on the development of social media campaigns which effectively accomplish their respective missions and objectives.

c. Manage social media campaigns and day-to-day activities including:

(1) Oversee design of social media graphics for all profiles: Facebook cover, profile picture, thumbnails, Instagram, LinkedIn, etc.

(2) Develop relevant content topics to reach TGA's audience. Content categories should include:

(a) TGA membership communication

(b) TGA events

(c) TOPGUN history

(d) TGA merchandise

(e) TGA inspiration

(f) Obituaries, remembrances

(3) Manage all published TGA content e.g., written, images, video.

(4) Monitor all content and respond respectfully to user's inquiries and or comments.

(5) Identify and remove user-generated content that does not conform to regulations specified in this instruction.

(6) Compile monthly social media statistics by content category and forward to COMM.

3. TGA Officers and Content Creators. TGA officers desiring an official TGA social media post or campaign should forward a completed COMM 6200 Form "Request for Social Media Post" to COMM and SMA. TGA content creators should fully develop and edit their own messages and should not expect the SMA to wordsmith or proofread their submissions. The role of the SMA is to advise, package and post submissions from TGA content creators. The use of COMM 6200 Form is important as it contains critical descriptors for use in social media analytics and statistical compilation.

4. Feedback and Suggestions for Social Media Improvement. TGA content creators and members are encouraged to provide timely, critical input to COMM for product improvement. Any suggestions for new content categories, workflow improvement or overall alignment with TGA objectives and purposes should be forwarded to COMM.