Communications Committee Charter

Approved: [DATE] | Version 1.0

The purpose of the Communications Committee is to create and share content that celebrates members' activities and Club events and shares relevant information on the Lancashire Heeler throughout the Club.

As part of its role, the Communications Committee is expected to serve as the "beating heart" of the Club, linking together and facilitating the work of many other Committees and individuals. In this capacity, this Committee will establish and maintain brand standards to be used throughout the Club by all Committees and will manage the website for the use of all.

The Communications Committee will develop, coordinate, and oversee communications across both digital and print platforms and ensure that messages reflect the club's values, maintain consistent branding, and serve the membership with accurate, timely, and professional information.

The Committee shall develop a multi-year plan to prioritize implementation of the various activities included within its Scope of Responsibilities, considering the interests of the membership and the availability of fiscal and human resources for implementation.

Scope of Responsibilities

The responsibilities of the Committee include:

Soliciting and developing content that serves the needs of the United States Lancashire Heeler Club and its membership in various ways

- Communicates club news.
- Connects club members who are scattered across a sizable geographic area, bringing together a community of Lancashire Heeler breeders, owners, and fans.
- Allows members to share interests, experiences, and opportunities for Lancashire Heelers at work, play, and show.
- Recognizes accomplishments and gives members recognition for their work.
- Works closely with other Committees to promote their work throughout the Club, including:
  - The Health and Genetics Committee—for information on best practices for breeding —nutrition, breeding techniques, health concerns, etc.
  - The Public Education Committee – for the development of brochures and other materials aimed at the broader public
  - The Club Connections Committee—to promote fun with Lancashire Heelers among fellow club members.
  - The Membership Committee—to provide members with tools for recruiting new club members
  - The Judges Education Committee—to share information on breed standards
  - The Awards and Recognition Committee—to encourage members to participate in club-specific award opportunities

Publishing in a variety of integrated formats

1. An email newsletter to be published regularly to the membership and archived on website for member access

2. Blog posts on the website
3. Posts on social media sites such as Facebook and Instagram according to an established schedule (3–7 times per week per platform, 1–2 per week to start), with responses to comments and member inquiries within 24 hours, and reports on analytics and engagement trends made quarterly

Providing oversight for the Club's communications broadly

- Develops and maintains brand guidelines (reviewed annually)
- Ensures all USLHC-authorized content adheres to brand standards
- Coordinates messaging across all platforms to prevent conflicting information
- Protects the logo and brand standards from unauthorized use

Maintaining the website

- Keeps the website current with accurate club information
- Updates policies, resources, and event information promptly
- Ensures the website reflects approved brand guidelines