



## Communications Committee

### Composition and Qualifications

This committee is composed of Members interested in coordinating all member communications activities of the Local Council.

Qualifications include:

- Good organizational and communication skills
- Knowledge of computer software including Microsoft Word, Excel, and PowerPoint
- Knowledge of web design, development, and maintenance
- Ability to conduct interviews and gather information
- Ability to write and edit business communications
- Ability to attend regular Communications Committee meetings
- Adherence to Communications Committee policies, procedures, and standards of ethical conduct
- Ability to maintain confidentiality of sensitive and personal information
- Maintenance of member-in-good-standing status
- Ability to remain in good standing with the company

### Purpose and Scope

The main purpose of the Communications Committee is to maintain regular and timely communication with the membership through relevant channels including print, web, social media, and emerging platforms.

### Specific Duties and Responsibilities

- Act in an advisory role to the LEC Officers regarding communications issues
- Serve as a resource to the LEC Officers and local committee members on best practices involving communication with the membership including copyright issues, photo permissions, spam, and privacy policies.
- Maintain the Local Council website and social media presence
- Update website and social media content regularly. Be able to make updates on short notice.
- Create and distribute regular electronic informational updates to the Flight Attendants and maintain email lists
- Handle correspondence from local committees regarding current happenings and information of interest and compile for use in informational updates
- Promote new means of communication between AFA-CWA and the members including SMS, Twitter, Facebook, and other emerging platforms

- Actively monitor communications from management to the Flight Attendants to ensure accuracy and appropriateness of information. Immediately report any inaccurate, inappropriate, or suspect information to the LEC President.
- Provide reports to the LEC Officers on the effectiveness of communication activities including web site traffic information, electronic communication reports, social media activity, etc.

### Communication

- Act as liaison between the membership and the Local Executive Council (LEC) Officers
- Coordinate with the LEC Chairperson of the committee regarding all activities
- Report to the LEC Officers on any discussion with management
- Recommendations for change should be presented to the LEC Officers in writing
- Any AFA-CWA committee appointed by the LEC and empowered to conduct discussions with management on behalf of the Flight Attendants must first meet with the LEC Officers prior to forming any agreement to gain the direction of the LEC
- The committee will not make any policy that conflicts with LEC, MEC, or AFA-CWA policy