

Communications policy

Policy Adopted	26 July 2019
Review date	26 July 2021

Policy statement

The purpose of this policy is to outline the circumstances in which the Executive will approve the distribution of promotional information. CAUTHE has three main communication channels:

1. Mailing list – news circulated to members on a weekly (or as needed) basis ('weekly news')
2. Newsletter – published twice a year on the website and emailed to members
3. Social media – CAUTHE and Special Interest Group (SIG) Facebook, LinkedIn and Twitter.

Rationale

CAUTHE receives many requests to circulate information to members. CAUTHE currently offers as a member benefit:

- Chapter members are entitled to use of CAUTHE's email list and/or other communication channels to share issues and promote related events and information
- Associate, Student and Affiliate members are entitled to access to CAUTHE's email list and/or other communication channels to dialogue issues and promote events and information relating to tourism, hospitality and events education and research.

In addition:

- With the agreement of the Executive Committee, an **Upcoming Events & CFPs** section was introduced in the [April 2019 newsletter](#) (page 10)
- Our Memoranda of Understanding (MoUs) with the [Kindred Associations](#) (TEFI, ANZALS and SMAANZ) state we will provide benefits to members including: '*Cross promotion of website links for each organisation and distribution of calls for papers, conferences and symposia.*'

The Executive has, for some time, followed a policy of not promoting conferences, symposia and events other than those organised or sponsored by CAUTHE, kindred associations or SIGs. CAUTHE does not seek to replicate the valuable services that are available elsewhere .

It is important to note that the use of the CAUTHE member database to send promotional information to members may be a benefit to some, but may be an intrusion to others. Thus, a balance is needed to ensure that communications are closely linked to CAUTHE objectives and activities.

An additional consideration is the time involved for the CAUTHE Secretariat to convert items into a format for circulating.

Based on these points the CAUTHE Executive's position is that communications via the weekly email news and newsletter should be limited. Rather members should be encouraged to share news about events and related activities using CAUTHE's social media sites.

Guidelines for use of communications channels

Weekly news

The weekly news will be used to share member information about CAUTHE organised events, Chapter member job advertisements and scholarships, and other relevant information (as deemed by the Executive) about the association and tourism, hospitality and events education (TH&E) and research in Australia and New Zealand.

Information about our Kindred Associations will also be circulated where it is deemed to be of benefit to members (as per the MoUs).

Newsletter

The newsletter will be used specifically to share information about upcoming CAUTHE and kindred related events. There may be scope to share other non-CAUTHE TH&E conferences and events, as determined by the editor and space permitting.

Social media

Members are encouraged to share news about other TH&E events and related activities using the CAUTHE and SIG social media sites. CAUTHE has a social media code of conduct for using these sites, which outlines appropriate behaviour online.

Members who post on CAUTHE social media profiles should use #CAUTHE and allow CAUTHE to share relevant content, when appropriate.

General

CAUTHE's general policy is not to disseminate content that is commercial or related to commercial activity, and/or that disadvantages other CAUTHE members.

Therefore, the following will be excluded from all CAUTHE communication:

- Promotion of academic programs (e.g. Bachelor, Masters, PhD etc)
- New non-CAUTHE publications.

CAUTHE will aim to give equal space to disseminate content to all members, without discrimination.

Broader issues may continue to be raised through avenues including Chapter director meetings, SIG coordinators, the PhD Student representative, surveys (post-conference and other) and CAUTHE's social media outlets.