



RMBS Communication & Advertising Guidelines

RMBS Communication Guidelines

The primary purpose of the RMBS website and email is to communicate with members and to promote activities and events approved by the RMBS board and sponsored by RMBS. The following guidelines apply to submissions for events, businesses, and all content sent out or maintained by RMBS:

- The submission must come from an RMBS member in good standing
- The submission must be related to the art of Bonsai and associated arts
- The submission should be of general interest to RMBS members
- When submissions involve third-parties, they should be clearly identified

Non-RMBS Event Guidelines

The RMBS website and email system may be used to advertise and register for events not sponsored by RMBS, subject to the general Communication guidelines as well as the following:

- An RMBS member must serve as a sponsor/liaison for the event.
- The event organizer is responsible for handling all payments separately from RMBS.
- RMBS website payment processing cannot be used for these events. RMBS is not responsible for covering any funds for these events. If the member makes a proposal to the board to sponsor the event and it is approved, the event is considered RMBS-sponsored and subject to those guidelines.
- The content of what is to appear on the website or in an email must be provided by the sponsor.
 - This content is subject to the approval and editorial discretion of the Newsletter Editor and the Web Administrator.
 - The timing of when these may appear in an email or on the website is best-effort only and is not guaranteed by a specific date.

RMBS Member-Owned Business Guidelines

The website and email capability may be used to advertise businesses owned or services offered by RMBS members, subject to the general Communication Guidelines as well as the following:

- The member must submit their own information they wish to be added
 - This can include a business name, website link, description of business or service, contact information, and a photo.
 - The information is subject to the approval and editorial discretion of the Newsletter Editor and the Web Administrator.

- The information provided for the website should be “evergreen” and not tied to a specific event or promotion.
- Information for specific events may be submitted for inclusion in RMBS emails.
- A page on the website will be maintained with the information provided.
- A link to the webpage will be included in the monthly newsletter.

RMBS Social Media

RMBS social media platforms may be utilized within the following guidelines:

- The content must be provided by the sponsor.
 - The content is subject to the approval and editorial discretion of the Social Media Manager.
- The timing of when content may appear on RMBS social media accounts is best-effort only and is not guaranteed by a specific date.
- The content may be shared in any of the following ways, subject to the discretion of the Social Media Manager:
 - As an original post from the RMBS social media accounts.
 - This option is only utilized for events and content which have an RMBS member as a liaison.
 - As a “collaborator” post with the relevant account of the RMBS member making the request.
 - This option is only utilized for events and content which have an RMBS member as a liaison.
 - As a “repost” shared to stories or the RMBS Facebook group.
 - This is a more flexible option which can be used for any event or topic of general interest to RMBS members, and does not need to directly involve an RMBS member.

Approved 10/06/2024

Please note that information in this policy is the most current instruction and guidance. This policy supersedes any previous related policy and is expected to be accurately followed by all RMBS members.