

Grand Traverse County Republican Party Policy and Procedures for the Special Committee on Communications

(Aligned with GTGOP Bylaws – Article VII)

Policy:

The Communications Committee is responsible for creating and maintaining all platforms of communication that promote conservative values that align with mission, vision, and goals of the Grand Traverse County Republican Party (GTGOP). These platforms include emails, text messaging, postal mailings, news media, and social media. Social media platforms may include, but are not limited to: Facebook, YouTube, X, Instagram, TikTok, WhatsApp, LinkedIn, and Signal. The Communications Committee will designate selected platforms to share information and build connections with the public, including supporters, donors, volunteers, and key stakeholders. The platforms will encourage involvement in GTGOP activities and events, and garner support for republican candidates in the general election.

Procedures:

- I. Content on all GTGOP communications may include, but not limited to:
 - a. Marketing to create and distribute content that stimulates the audience to act.
Examples include encouraging supporters to become GTGOP members and engaging volunteers for planned events and activities.
 - b. Fundraising by crafting tailored messages to inspire support for new and existing donors.
 - c. Engagement for building and nurturing relationships through ongoing dialogue and interaction.
 - d. Supporting candidates in the general election by enabling direct voter engagement by allowing campaigns to share messages and run targeted ads. The GTGOP will not endorse any candidates prior to primary elections.
 - e. Compliance monitoring is an essential element to ensure the GTGOP safeguards its reputation. Monitoring helps minimize legal risks and improves voter trust.

- II. The Communications Chair, or appointed designee(s), will be responsible for monitoring all communications, including posts, comments, and direct messages. Whenever abusive messages, comments, or posts are encountered, the Communications Chair or designee of the Chair may screenshot the information for evidence, remove the abusive information, and block the user.
- III. The Communications Committee will adhere to social media compliance regulations and guidelines to avoid any potential legal issues.
- IV. The Committee will establish operational guidelines to further define content and design of GTGOP communication platforms.
 - a. Emails
 - b. Text Messages
 - c. Postal Mailings
 - d. Social Media
 - e. News Media (newspapers, television, radio, internet)

Approved

Executive Committee
Grand Traverse County Republican Party

Chair: Katie Kiss

Date: 2-12-2026