



**Greater Orlando Organization Development (GOOD Network)
Communication Guidelines
Updated 3/25/2010**

The Greater Orlando Organization Development (GOOD) Network Leadership Team is committed to maintaining the GOOD Network's purpose as an intimate network of OD practitioners who openly and comfortably share ideas and best practices, enable learning, growth, and development, and build partnerships. In order to balance the desire for open communication between members with the need to maintain a focus on professional development, the Leadership Team has developed the following guidelines to clarify elements of communication to, from, and between members.

I. Purpose of Membership Communication

Communication to, from, and between members should focus on supporting the GOOD Network Vision, Mission, and Values that read as follows:

Vision

Our vision is to be an intimate network of OD practitioners dedicated to sharing ideas, promoting excellence, and increasing awareness of OD in the Greater Orlando area.

Mission

Our mission is to create an interactive, diverse, and dynamic learning community that provides its members with a forum to exchange best practices and tools; we enhance OD effectiveness and organizational success.

What We Are About

- Open and comfortable networking
- Sharing "best practices"
- Skill building
- Learning
- Enabling growth & development
- Creating OD awareness
- Enhancing thought OD leadership
- Leading by example
- Building partnerships
- Mentoring

II. Email & Phone Communication

The primary goals of the email and phone communication guidelines are to:

1. Protect the email addresses and phone numbers of any member or contact from being shared without their consent
2. Ensure that member emails and phone numbers are not used for unsolicited communications that could include “spam”, solicitation of services, etc.
3. Check that the content of emails to all members/contacts are professional in nature and consistent with upholding the Vision, Mission, and Values of the GOOD Network

a. Member/Contact Email & Phone List Privacy and Maintenance

1. The Member/Contact Email & Phone List will be jointly maintained by the VP Communications and the VP Finance as a sub-section of the GOOD Network website. This listing will only be shared with members of the GOOD Network Leadership Team and will not be provided to any other individuals.
2. Any member or contact wishing to stop receiving emails from the GOOD Network should directly contact the VP Communications to be taken off of the contact mailing list.
3. The GOOD Network or its members will not be permitted to sell the Member/Contact Email & Phone List to any requesting third parties.
4. In the event that a GOOD Network Member is granted access to our member list, they should utilize the list only for purposes deemed appropriate by the Leadership Team and specifically are prohibited from using it for soliciting business.

b. Emails Addressed to All GOOD Network Members/Contacts

1. Members of the GOOD Network wishing to share information with all other members via electronic communication must submit the information directly to the VP Communications for approval. “Mass emails” addressing the entire GOOD Network Membership or Contact list that come directly from a member without prior approval from the VP Communications or President will not be permitted. The VP Communications reserves the right to determine whether the information presented is appropriate to share with members/contacts, as well as the preferred method of communication (e.g., email, newsletter, website, etc.). The VP Communications may also consult with the Chair-elect Communications and/or President to determine the appropriateness of the communication.
2. All emails coming from any member of the GOOD Network Leadership Team to GOOD Network members or contacts should be sent addressed to that individual or the GOOD Network President (e.g., their name will appear in the “To” Field of the email) with all recipient’s emails listed in the “Bcc” or “Blind Carbon Copy” field.

3. Email subjects appropriate for communication to “Paid Members” only include:
- Book Club Meeting Announcements
 - Social/Networking Events
 - Mentoring and Mentor Roundtable Events
 - Special Interest Group (SIG) events
 - Members Surveys
 - Other requests for information gathering or specific announcements (e.g., dues notifications from Finance) coming from the Leadership Team

Individual requests for benchmarking/research from members should be primarily be directed to designated opportunities such as LinkedIn forums, best practice sharing meeting, sign-up or announcements at meetings, or included in newsletters rather than sent as individual email requests. Requests should be submitted via VP Communications so appropriate method of distribution can be determined based on the nature of the request.

4. Email subjects appropriate for communication to “Paid Members” AND “Guests/Contacts” include:
- Bi-Monthly Meeting Announcements
 - Newsletters (will offer “opt-out” option on newsletters emailed to “guests/contacts” beginning April 2010 and evaluate use of this option in June 2010)
 - Larger events such as “mini-conferences” or other “partnership” or “community” events that we would like to reach a wider audience. These communications should be positioned as “endorsed by GOOD” and therefore not promote a singular service or product.

III. GOOD Network Meeting Communication

The primary goals of the meeting communication guidelines are to:

1. Maintain a professional yet “open and comfortable” environment at all meetings
2. Ensure that meeting time is not used for unsolicited promotion of private services or products

These guidelines address communication during Bi- Monthly, Book Club, Mentor Roundtable and Special Interest Group (SIG) meetings.

a. Solicitation of Business/Promotion of Private Services or Products

1. Throughout the duration of all GOOD Network meetings, members and guests shall conduct themselves in a professional manner. No member or guest shall actively solicit business or promote private services or products. Information regarding private services or products may be provided in response to a request from another member. Members are encouraged to conduct this type of information exchange outside of GOOD Network-sponsored events.

b. Formal Presentation Content

1. When members, guests, or other speakers are formally presenting information as part of a GOOD Network session, the focus should be on “sharing best practices”, “skill building”, “learning” and “enabling growth and development”. Any information sharing that falls outside of this realm should be kept to a minimum, including items such as:
 - Speaker’s company history
 - Speaker’s company performance and profitability
 - Speaker’s company products and services that are un-related to the presentation topic

c. Bi-Monthly Meeting Announcements

1. A brief period at the conclusion of each bi-monthly meeting will be reserved for members and guests to announce information that is pertinent to professional development. Acceptable types of announcements include:
 - Job openings
 - Consulting opportunities or contract work
 - Upcoming professional events, conferences, meetings, or programs relevant to OD practitionersAnnouncements be kept brief and materials may be provided at the vendor table.

d. Bi-Monthly Meeting Vendor Information Table

1. In order to provide a “passive” method for external consultants/vendors to share information regarding their business, private services or products at bi-monthly meetings, a “Vendor Information Table” will be made available. All GOOD Network members and guests are welcome to place the following types of professional materials that contain information relevant to OD practitioners at this table:
 - Brochures
 - Business Cards
 - Flyers
 - Information on upcoming professional events, conferences, meetings, or programs
 - DVD’s/CD’s or other promotional material
2. Members of the GOOD Network Leadership Team retain the right to monitor the Vendor Information Table and remove information that may be deemed inappropriate.

IV. Website “Member Directory/List”, Newsletter and [LinkedIn Forum](#) Communication

The primary goals of the Website “Member Directory/List”, Newsletter, and LinkedIn Communication guidelines are to:

1. Direct members to utilize www.goodnetwork.us and our bi-monthly newsletter as primary communication vehicles when wanting to make contact with other members outside of meetings

2. Ensure that the website member directory/list and newsletter are not used for unsolicited promotion of private services or products
3. Check that the content of the website member directory/list, associated emails sent within the website, newsletter, and [postings on LinkedIn group forums](#) are professional in nature and consistent with upholding the Vision, Mission, and Values of the GOOD Network

a. Website “Member Directory/List” Use

1. Member access to the Member Directory/List area of the website will be maintained by the VP Finance to ensure that all members with access are paid in full with their membership dues for the current year. If members are not paid in full and have declined or failed to respond to requests for payment from the VP Finance, their access to the Member Directory/List area will be restricted.
2. All members may elect to send emails to another member via the Member Directory/List. Members should be aware that their Private Email Address stored in their online member profile will be visible to recipients when sending emails via this page. The GOOD Network Leadership Team reserves the right to remove access to the Member Directory/List as necessary if concerns are raised regarding the professionalism of emails sent within the directory.
3. Members are encouraged to utilize the email capability for sharing information that is professional in nature and should not be intrusive or harassing to the recipient. Any “mass” usage of the email capability to actively solicit business or promote private services or products is prohibited.
4. If members prefer not to receive emails from other members in the Member Directory/List, they can disable this preference in the “Email Setting” section of their profile by “unchecking” the option to “Accept emails from other members of this site”.

b. Member Newsletter

1. Members are encouraged to contribute any of the following for inclusion in the GOOD Network Member Newsletter:
 - Articles on OD-relevant topics
 - Tips, tools, and “best practices”
 - Commentary on member personal and professional interests (e.g., “Member Spotlight”)
 - Job openings
 - Consulting opportunities or contract work
 - Upcoming professional events, conferences, meetings, or programs relevant to OD practitioners
 - Vendor/consultant advertisement
 - i. Ads will not exceed 1 page of newsletter
 - ii. ¼ page ad = \$15, ½ page ad= \$30
 - iii. Cannot buy ad space in consecutive issues
 - iv. Ads should represent OD-relevant products and services

2. All newsletter submissions should be sent via email to the Chair-elect Communications. All submissions are subject to review and editing by the Chair-elect Communications and other members of the GOOD Network Leadership Team before being included in the Member Newsletter.

c. LinkedIn Forums

1. The GOOD Network “Group” on www.linkedin.com represents an extension of our network that is less strictly maintained with regards to these Communication Guidelines since membership is not restricted to only paid members.
2. Membership in this online group can be approved by either the VP Communication, President, or President-elect of GOOD and requires some basic consideration of the requesting individual’s general background. Criteria for membership include some background, education, or experience in OD/HR/Training/Consulting or related fields, along with location in the Central Florida region.
3. Posts by all members of the GOOD group at www.linkedin.com to Discussions, News, or other sections of the site will be monitored regularly for appropriateness and professionalism. Posts should include content that is relevant and useful to the OD/HR/Training/Consulting population in Central Florida. The President, President-elect, or VP Communications reserve the right to delete posts that are unprofessional or may be irrelevant to the group.

V. Communication of Guidelines and Compliance

a. Guidelines Communication

1. This GOOD Network Communication Guidelines will be made available online at www.goodnetwork.us.

b. Guidelines Compliance

1. Members will be asked to acknowledge the GOOD Network Communication Guidelines at the time when they submit their online membership registration as part of their “membership agreement”.