

STATEMENT of POLICY and PROCEDURE			
Manual:	O'Keefe Ranch and Interior Heritage Society	OKR No.	6.02
Section:	Marketing	Approved	June 14, 2018
Subject:	Social Marketing	Amended:	
Issue to:	All Manual Holders	Page:	1 of 2
		Replaces:	
Issued by:		Dated:	

1 POLICY

- 1.01 Social marketing objectives shall be developed and approved by the Board of Directors.

O'Keefe Ranch and Interior Heritage Society will not engage with any partner or spokesperson which may negatively affect the image of O'Keefe Ranch and Interior Heritage Society Partners and Spokespeople for social marketing campaigns will be reviewed and approved in advance by the President

2 PURPOSE

- 2.01 The purpose of this Statement of Policy and Procedure is to provide guidance in the pursuit of our social marketing objectives.

3 SCOPE

- 3.01 This policy applies to the executive and board of directors, communications, member services and fund development.

4 RESPONSIBILITY

- 4.01 The Board of Directors is responsible for:
- Reviewing and approving social marketing objectives
- 4.02 President is responsible for:
- Reviewing and approving spokesperson and partnerships arrangements
- 4.03 Finance Director is responsible for:
- Leading the development of social marketing objectives, target markets and desired actions
 - Obtaining relevant research information
 - Developing and executing social marketing campaigns
 - Tracking and reporting progress against social marketing objectives

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5 DEFINITIONS

- 5.01 **"Market Research"** means the planning, collection and analysis of data relevant to marketing decision-making.
- 5.02 **"Marketing"** means the process of planning and executing the development, pricing, promotion and distribution of goods, services, social causes, programs or the organization itself, as appropriate, to help the organization achieve its objectives.
- 5.03 **"Social Marketing"** means the application of marketing and social sciences disciplines to achieve a social good.

6 REFERENCES and RELATED STATEMENTS of POLICY and PROCEDURE

- OKR 1.05 – Legal and Regulatory
- OKR 1.08 – Confidentiality and Privacy
- OKR 2.06 – Strategic and Business Planning
- OKR 4.02 – Revenues
- OKR 6.02 – Social Marketing
- OKR 6.03 – Fund Development
- OKR 6.04 – Membership
- OKR 6.05 – Marketing Compliance
- OKR 6.06 – Websites and Social Media

- OKR 6.07 – Customer Relationship Management

7 PROCEDURES

None