



## CAR Marketing and Communications Policy

The Canadian Association of Radiologists Marketing and Communication Policy contains key components of the CAR's communications strategy and clear instructions for implementation and evaluation of marketing and communications initiatives.

### Key Components of the CAR Marketing and Communications Policy

- The intent of the policy is to enhance communications between the CAR and provincial associations as well as other stakeholder groups to promote consultation on national issues that impact the radiology profession in Canada.
- All formal communications will reflect the CAR's vision, mission, values and desired image. Staff and volunteers should ensure that proper CAR branding is used when preparing collaterals (public facing documents). Questions regarding appropriateness of branding should be directed to the CAR marketing and communications staff.
- It is mandatory that all public facing CAR communications be in both English and French.
- All branding requests, advertising, marketing should be vetted by the CAR's marketing and communications team before being implemented or published.
- The CAR communications inventory will include the website, social media platforms on Facebook, Twitter and LinkedIn, emails including a monthly e-newsletter, news releases, the Journal and occasional mailed printed material.
- The CAR's marketing material includes advertisements, banner ads, display, campaign material, branding collaterals including letterhead, PowerPoint presentation, etc.
- The key stakeholders for CAR communications will be CAR members and Canadian radiologists primarily. Other important stakeholders include radiology residents, fellows and medical students, national and international radiology organizations, patients, medical organizations, associated sciences/professions, the media, industry, corporate partners, sponsors and government.
- Affiliations and partnerships with the CAR must be approved by the Director, Marketing and Communications as well as the Chief Executive Officer.
- Various forms of communications are utilized using the **pull** and **push** strategy. Pull communications are tools that are available for various audiences to retrieve information.

Push communications are specific targeted communication tools that are used to convey a message or initiate a specific response from a desired audience.

- The CAR website is the primary marketing and communication tool with:
  - its potential for flexibility and growth, 24/7 access, and the ability for users to target their areas of specific interest
  - a section for provincial associations to post appropriate CAR approved communication items, news releases and upcoming events
  - a media section containing all news/press releases, bulletins and policies both solicited and unsolicited for the media to easily access
  - There is also an internal database which is essential for targeted marketing initiatives
  
- The CAR Journal is another communications tool with a focus on scientific, educational, radiological health policy, general political and historical content from a Canadian/CAR perspective. The journal includes:
  - hard copy and online versions
  - editorial independence with all content peer reviewed and vetted by the editorial office
  - a potential revenue generating tool through sponsorship and advertising
  
- The CAR also uses various other methods of communications to communicate with multiple stakeholders, including:
  - e-newsletter distributed monthly to members and other appropriate stakeholders
  - Social media pages on Facebook, Twitter and LinkedIn with information displayed weekly at a minimum
  - other types of ad hoc communications which help to convey a message or achieve a specific result. These could include: press releases, commentary on political issues affecting Canadian radiologists, patient/public awareness campaigns, and surveys. This will be conducted on an as needed basis. The method of communication will be dependent on the target audience, the desired timeframe for information dissemination, and how aggressive of an approach is desired

## **Analysis of the CAR Communications Policy**

Determining the best method for specific types of communications and strategy will be an ongoing process. The CAR requires an up-to-date overview policy on communications which will coincide with the association's overall communications plan. This will include a comprehensive evaluation conducted annually to determine the success of the communication/initiative.

The implementation of the CAR's communication plan and evaluation will be conducted by the CAR team under the leadership of the CAR's Chief Executive Officer. The communications plan must support the CAR's strategic plan and through implementation will help to achieve the association's goals and objectives.

Approved by the CAR Board of Directors on September 29, 2018