



## Standards of Professionalism Policy

- 1. Purpose:** Piedmont Craftsmen, Inc (PCI) champions building a vibrant (let's incorporate our inclusion language adjectives) fine craft ecosystem among its artist members, affiliates, donors, clients, community at-large - all its Stakeholders. To this end, PCI recognizes the importance of polite engagement and professional communication and promotion whether electronically, written, or in-person. The adherence to these policies will promote PCI's values and objectives.

*These professional standards apply to all communication formats and to all Piedmont Craftsmen Stakeholders.*

- 2. Piedmont Craftsmen's Stakeholders:** The PCI Stakeholders include a wide group of individuals and organizations including but not limited to:
  - Artist Members (Artists that have been accepted to the PCI guild)
  - Provisional Artist Members: (Artists who have completed some but not all the Artist Member application process)
  - Reciprocal Artist: (Artists who have been invited to participate in any Piedmont Craftsmen events)
  - Donor Members: (Individuals who have contributed financially to Piedmont Craftsmen)
  - Sponsors: (Sponsors of PCI's events, facilities, activities or artists)
  - Partners: (Other organizations that work in conjunction with PCI)
  - Agents: (Anyone acting on behalf of Piedmont Craftsmen)
  - Granting Organizations: (Arts Councils, Foundations, etc.)
  - Employees: (Salaried and hourly)
  - Volunteers: (Including Board Members, unpaid Interns, etc.)
  - Contractors: (Service providers)
  - Clients (Visitors to PCI facilities or events and those individuals that PCI serves)
  - Piedmont Craftsmen, Inc and greater community
- 3. Communications:** Communications include all forms of interaction, including but not limited to emails, text messages, mail/letters, in person, oral, verbal, non-verbal, virtual, any digital/social media (e.g. websites, posts, Facebook, Instagram, LinkedIn, X (Twitter) TikTok, etc.) or other types of messaging.
- 4. Communication Standards:**
  - a. Accuracy and Authenticity:** Piedmont Craftsmen strives and reserves the right to ensure that all communications and information are accurate, reliable, and authentic.

- b. Professionalism:** Stakeholders are to promote respectful conversations, and maintain professional tone and conduct.
- c. Harassment:** Harassing, trolling, bullying, arguing, threatening, using libelous, slanderous, offensive language, or making derogatory or irrelevant comments about Piedmont Craftsmen, PCI artists, their artwork, or PCI Stakeholders is unacceptable. **Piedmont Craftsmen has zero tolerance for this type of behavior.**
- d. Intellectual Property:** All intellectual property rights are to be respected. While creating or sharing content, copyright laws may require obtaining proper permissions, giving credit for content, or not using material. The artist's name and/or Piedmont Craftsmen should be credited (or hash tagged) on images published.
- e. Personal Opinions:** When expressing personal opinions, one must clearly state that the views expressed are personal and do not represent the opinions of Piedmont Craftsmen.
- f. Private Information:** Confidential, private or sensitive information about Piedmont Craftsmen or its stakeholders should not be shared.
- g. Relevant Content:** When sharing content related to Piedmont Craftsmen, ensure it aligns with its mission, values, and goals. Promoting the work of our artists, events, educational programs while maintaining a balanced representation across different mediums and artists Highlighting the mission, values, and goals.

## **5. Social Media Account Management:**

- a. Account Ownership:** Social media accounts representing Piedmont Craftsmen are owned by the organization. PCI reserves the right to ensure communications are truthful and follow these guidelines.
- b. Monitoring:** Piedmont Craftsmen regularly monitors its social media accounts and communication channels for comments, reactions, messages, shares, and mentions. PCI reports any issues to appropriate internal and external parties.
- c. Authorization:** PCI stakeholder or representatives may not create official or official-looking communications on behalf of Piedmont Craftsmen without proper authorization.

## **6. Violation Consequences:** Violating these standards may result in the following, but not limited to: written warning, censure, suspension (e.g. not taking part in future exhibits, gallery shop and/or craft fair) or revocation of membership, reporting, blocking or deleting on social media.

## **7. Procedures: The process outlined below are guidelines to address any violations of the communications standards. It is important to note that any concerns, issues or constructive feedback will be kept in confidence.**

- a.** Send concerns or issues or constructive feedback to the President of Piedmont Craftsmen by electronic or written letter describing the incident with any supporting documentation within 30 days of the event. The President will pass the information on to a Committee selected by the Board to address the issue.

- b.** Within 30 days, the Committee will send a written or electronic letter to the Accused Party requesting that they present their version of the event. The Accused will have up to 30 days to respond in writing or via email. If the Accused does not respond, the Committee may assume the Accused does not have anything to add and may take action. The Committee will make a ruling and inform all parties in a timely manner.
- c.** If the Accused Party wishes to appeal, they may do so within 30 days of receiving the Committee's decision. If no appeal is made within 30 days, the decision will be final.

**8. Appeal Process:**

- a.** The Accused Party may appeal the Committee's decision within 30 days. They should give notice of appeal and submit their position electronically or in writing to the Board Chair for full Board consideration.
- b.** The Board will begin reviewing the matter at their next scheduled Board meeting. The Board will provide a final decision.

Approved by the Board of Directors on January 25, 2024