

## **SOCIETY POLICY**

### **GENERAL COMMUNICATIONS: NEWSLETTERS, PROMOTIONAL MATERIALS, CATALOGS, REPORTS AND POLICY STATEMENTS**

#### **I. PREFACE**

- A. The communication items covered in P-12.12 are non-revenue generating and not highly technical in content; are administrative or promotional in purpose and may be by nature a general communication or issued under the auspices of other units of the Society which deal with news of concern to their constituents. Where there may be prices involved, these are charges to cover handling fees and are not products that the Society prices, promotes and sells as such.
- B. Society Policies P-12.6 and P-12.9 do not cover these ASME communications. This Policy, 12.12, does not cover, in any medium, Codes & Standards, Mechanical Engineering Magazine, ASME News, Journals, Conference Publications, Handbooks & Manuals, ASME Press, technical databases, educational and training tools.
- C. ASME communications, in any medium, covered by this Society Policy are as follows:
  - 1. Newsletters
  - 2. ASME.org Group Page News, Updates, and Announcements
  - 3. ME Today
  - 4. Capitol Update
  - 5. Member Savvy
  - 6. Advertising Sales newsletters (FYI)
  - 7. Membership list for various ASME units
  - 8. Annual Report
  - 9. Promotional and Marketing communication
  - 10. S&C Update
  - 11. ASME Social Media: LinkedIn, Facebook, Twitter
  - 12. Other miscellaneous ASME publications or a similar nature.

#### **II. PURPOSE**

To delineate areas of responsibility for certain ASME communications named in this Society Policy and to specify some related procedures

#### **III. POLICY**

Since the Society operates under a policy of decentralization, each Society unit has control of its communications but is subject to the supervision or oversight of its governance.

#### **IV. PROCEDURE**

- A. It is the responsibility of the appropriate staff to maintain copies of each general communication that they issue over the past three years. This is to respond to any request for information.
- B. Thought should be given to sending copies to certain ASME members in leadership positions.
- C. The ASME unit that issues the communication is responsible for its distribution.
- D. For ASME.org Group Page News. Updates and Announcements, content posted not in compliance with ASME.org guidelines will be subject to removal from the web site.

Responsibility: Board of Governors

Renamed and Reassigned from the Council on Engineering/Board on Communications in August 2004

Adopted: June 14, 1985

Reaffirmed: January 26, 1996  
June 1, 2005

Revised: (editorial changes 6/87)  
(editorial changes 8/88)  
(editorial changes 12/88)  
(editorial changes 12/89)  
(editorial changes 8/04)  
March 27, 2013  
February 12, 2015