



Volunteer Orientation for Communicators

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Introduction to IPPA

Positive psychology is an exciting subfield of psychology that focuses on the study of the positive emotions, strengths, and virtues that make individuals and groups thrive. The scientific findings of positive psychology have been applied in clinical therapy, business, education, coaching and many other settings. Since its inception in 1998, the field has seen an investment of tens of millions of dollars in research funding, the founding of several scientific journals, the development of graduate programs in key universities, and reports in major news outlets. The International Positive Psychology Association (IPPA) was founded in 2007 to support the long-term growth of this field and to bring together the global community of scholars, practitioners, and students who share in its mission.

Mission

IPPA has several related missions:

- *To promote the **science** of positive psychology and its **research-based applications**.*
- *To facilitate collaboration among **researchers, teachers, students, and practitioners** of positive psychology **around the world and across academic disciplines**.*
- *To share the findings of positive psychology with the **broadest possible audience**.*

Values

IPPA values collaboration, connection, diversity (in race, class, gender, expertise and cultural perspective), and ensuring the highest-quality scientific research and research-based applications. In all of our communications, we strive to exemplify our values and uphold our reputation as a trusted, respected source.

International Leader

IPPA is the international leader in advancing the field of positive psychology, and a trusted, respected resource for people engaged in the highest quality scientific study and research-based applications of positive psychology. IPPA integrates the positive psychology activities around the world so that there is coordination of our activities.

Global Convener

As the international positive psychology umbrella organization, IPPA connects researchers with practitioners, students with mentors, and regional groups with an international network, through virtual and in-person programs such as the Positive Psychology Leader Series, the Monthly News Round-up, our Divisions and the World Congress.

Highest Scientific Standards

Positive psychology is the scientific study of what enables individuals and communities to thrive. IPPA holds high scientific standards for the research it recognizes, endorses, and

promotes. Typically, research - be it innovative theoretical approaches, tested intervention models or basic research - must be published in a peer-reviewed journal.

Research-Informed Applications

Research-informed applications are interventions that were designed based on research findings derived through rigorous scientific inquiry. These interventions are then tested outside of a laboratory setting for the purpose of increasing individual, social, organizational, and global flourishing. Positive psychology applications should be accompanied by references to the science upon which it is based as well as evidence of its effectiveness.

Bridging Scholarship and Practice

IPPA programming seeks to connect researchers and practitioners in constructive dialogue and collaborations that will enhance the work of both groups. Through these conversations and connections, IPPA hopes to develop best practices for how scholarship can inform practice and vice versa.

Our Community and Membership

IPPA serves a thriving international community that includes researchers, teachers, students, and practitioners who are interested in advancing the scientific study and ethical application of positive psychology.

IPPA membership is multidisciplinary, consisting of a large contingent of psychology scholars and researchers, as well as “practitioners” who apply positive psychology research to professional realms such as clinical therapy, coaching, education, healthcare, business, entrepreneurship, wellness and the humanities. Additionally, IPPA welcomes academics and practitioners from related fields such as behavioral economics, sociology, and others.

We strive to create an environment that welcomes, values, serves, and effectively utilizes the diverse experience, perspectives and voluntary contributions of our members.

Programs

IPPA membership supports a wide range of programs that have been designed to help support the growth of our field. Below are brief summaries of our most significant programs to date:

World Congress on Positive Psychology

Every other year, IPPA hosts the largest gathering of positive psychology researchers, practitioners and students in the world. These events include three days of keynote

addresses, symposia, workshops, poster sessions, and countless opportunities to meet fellow professionals from this growing field.

One goal of the World Congress on Positive Psychology is to offer an opportunity to learn from the founders and pioneers in the field, and indeed our programs have numerous notable researchers. The Congress further offers opportunities for leading practitioners and upcoming scholars to present compelling new work in the field through our call for proposals. Additionally, IPPA's Divisions each plan topic-specific programming and networking events at Congress.

Awards Program and Student Scholarships

IPPA's awards program was begun in 2011 to recognize outstanding contributions to our field. Both IPPA and individual Divisions present awards.

IPPA's Student Scholarship Program helps students who would otherwise not be able to attend the Fifth World Congress on Positive Psychology take advantage of this unique career and learning opportunity. IPPA has awarded student scholarships to each of the World Congresses to date thanks to the generous support of our membership.

International Conference Support

To support and extend our global reach, IPPA has supported many international conferences. IPPA has provided speakers, planning guidance, logistical support, and in some cases sponsorship to positive psychology events throughout the world.

Basic Research Support

To further support scholarly study and the development of new research, IPPA began offering financial support in 2014 to events specifically designed to foster basic research on topics core to positive psychology.

Virtual Learning Library

The IPPA Learning Library is an online resource housed on the Engage member community. Leading experts, academics, and practitioners shared the latest positive psychology research and applications at our World Congress events and through various Division and IPPA hosted events. The IPPA Learning Library extends the life of those presentations by making them available continuously online for anyone with an IPPA membership.

Student and Professional Divisions

IPPA's professional and student divisions are micro-communities within our organization of individuals passionate about particular topics.

Monthly News Round-up

This member-only resource compiles news from IPPA and the global positive psychology community into a succinct digest that is emailed to members mid-month. IPPA members are invited to submit content for consideration and are prompted to provide material through an email sent out once a month. Content might include upcoming conferences,

calls for proposals, new educational programs and resources, job or funding opportunities and more.

IPPA Engage Member Community!

IPPA Engage is an online members-only community that allows IPPA members to learn, connect and collaborate at any time from anyplace in the world. IPPA members can access all IPPA's available programming through this platform. Division leaders are asked to visit the platform weekly to start discussions, answer member questions and promote opportunities. Within the platform, members can also share their work and discuss the latest research and applications with leaders in the field in the discussion forms, introduce themselves by filling out a member profile, starting a blog, registering for virtual events and webinars, and access the Learning Library. Visit: <https://myaccount.ippanetwork.org/engage>

Communication Goals

The International Positive Psychology Association communicates regularly with multiple internal and external audiences with the following goals:

1. Increase public awareness of IPPA and our mission to recruit members.
2. Position IPPA as the international thought-leader and global convener of positive psychology scholars, researchers, students, and practitioners.
3. Create a thriving environment that attracts, welcomes, values, serves and engages members.
4. Advance the highest-quality science and application of the science by sharing the findings of positive psychology research and connecting members in educational programs and collaboration.
5. Increase member engagement by offering timely information about organization- wide initiatives, program updates, new resources, activities and opportunities to get involved, and create opportunities for group discussion and two-way communications that generate feedback.
6. Recruit new members and increase member retention by promoting a strong and complete member value proposition.
7. Keep abreast of the latest needs, concerns, ideas, offerings, and opportunities from the broader positive psychology community (specifically through social media and other two-way communication channels).
8. Educate scholars, students, practitioners and members of the public about the field of positive psychology. Dispel misconceptions about the field (e.g., it's just positive thinking/ self-help, it's only about happiness, etc.)
9. Provide exceptional customer service.

Communication Guidelines and Best Practices

Anyone communicating on behalf of IPPA should adhere to the following guidelines.

Division Communicators **MUST**:

- Follow IPPA branding standards and position IPPA as a global authority on positive psychology and a connector of people interested in positive psychology, including leaders in the field. An international perspective should be emphasized where appropriate or possible.
- Adhere to member rules:
 - No member may enter into an agreement (financial, legal, marketing, educational) on behalf of IPPA with an external party without first obtaining prior written permission from IPPA's Executive Committee.
 - Limited, information inter-organizational links may be explored with the prior permission of IPPA's Divisions Committee.
 - No member may represent IPPA to the media without express permission from IPPA's Executive Director or Director of Communications
 - Division Communicators are welcome to use the IPPA logo on official marketing materials with the prior review and approval of IPPA's Divisions Program Director or a designee.
- Adhere to IPPA's scientific and application standards.
- Avoid perpetuating public misconceptions about the field of positive psychology.
- Avoid commercialism or the perception of endorsing any particular members' book, product, company or service. Include a non-endorsement disclaimer whenever necessary.

Division Communicators **SHOULD**:

- Offer members avenues for feedback or discussion and provide timely responses and customer service.
- Customize communications for the target audience(s), ensuring that member-only privileges (e.g. access to certain content and activities) are respected.
- Deliver communication through the appropriate communication channels and adhere to the best practices of each specific medium (e.g., e-marketing, Facebook).
- Familiarize yourself with members of [IPPA's Board of Directors](#), internationally recognized leaders in the field, authors of pioneer works, active contributors to the growth of IPPA as a scientific association, generators of recent scientific advancements in positive psychology, and regional organizations.

Planning Your Communications

Communicating to various audiences is an important job. IPPA volunteers who serve in this role, either for a specific division, program or for IPPA in general, are encouraged to spend time developing a communication plan that considers **what** information they want to communicate, to **whom**, and **when**. Questions to consider when planning communications:

1. Who is your audience?

- a. Is this communication intended for members only and therefore internal? Or, do you want to communicate something broadly to the public, in which case the communication would be considered external?
 - i. In most cases, Division Communication Leads will be primarily focused on communicating internally to engage with division members. Approval from the Executive Director is required for Division Communication Leads to communicate about IPPA with or in external media sources (such as news sites or blogs).
- b. Target audiences and preferred outreach:
 - Current members (monthly)
 - Members of partner organizations, including regional and national positive psychology organizations (as needed), Coordinate outreach with Director of Communications.
- c. Does your audience have any special demographics or needs (such as professional interest, needed instruction, etc.) that you should consider when crafting your message?

2. What is your “call to action?” What do you want your audience to do with the information you share? Do you want them to register for something? Renew their membership? Read and comment on an article? Think about the action that you hope your communication will precipitate in your target audience and then make sure that your communication enables this action to the best of your ability.

3. What is the best way to deliver your message? Once you have a sense of your communication needs, you can identify the appropriate communication vehicle to meet each need.

IPPA Communication Vehicles

Platform	Audience	What?	How Often?	How?
IPPA Engage	Members	All program opportunities, news and updates. External opportunities as appropriate. Discussions of latest research, science, topics of interest in the field. Planned Q&A with experts, etc.	Daily/weekly	Division leaders can be made moderators and should generate relevant content, as well as monitor any posts in their Division.
Monthly News Round-up	Members	Upcoming international events and news in the positive psychology community.	Monthly	Email editor@ippanetwork.org

Marketing Emails through Constant Contact	Division members	Promote your division and the value it creates to entice members to join.	Quarterly	Create campaigns through Campaign Creator access, email info@ippanetwork.org to launch.
Social Media	Public	Share time-sensitive opportunities to inform members and drive membership.	As needed	Email info@ippanetwork.org

Social Media

Goals/Strategy Overview

The primary goals of IPPA’s use of social media are engagement and branding. Due to the public nature of social media communications, it is a tool most effectively used to demonstrate IPPA’s position as world leader, global connector, and standard-bearer of all things related to the science and application of positive psychology.

Some specific sub-goals include:

1. Connecting a global and multi-disciplinary community with each other and to IPPA in two-way communication. This includes responding to questions, obtaining feedback and learning about new opportunities or trends in the field.
 - o Example of activity that support this goal: sharing appropriate news from and opportunities offered by recognized regional and national positive psychology associations.
2. Reinforcing IPPA’s position as the international thought-leader and standard bearer for the science.
 - o Examples of activities that support this goal:
 - § Posting about relevant special issues of peer-reviewed journals
 - § Sharing free-to-access presentations (ex, video recordings; webinars) about high-quality science or applications
3. Demonstrating IPPA membership benefits and advertising IPPA programming and encouraging those interested in positive psychology to become members. This helps to inform a wide audience about IPPA as an organization.
 - o Examples of activities that support this goal:
 - § Advertising IPPA events that are open to both members and non- members, especially the World Congress
 - § Encouraging users to view the currently featured presentation(s) from IPPA’s Learning Library
 - § Informing audiences of members-only benefits, such as access to the full Learning Library and attending Positive Psychology Leader Series webinars

IPPA Style Guide

Terminology:

- The term positive psychology should always be lowercase unless it is used as part of a name, like International Positive Psychology Association.
- The first reference to IPPA should spell out our full name as “the International Positive Psychology Association (IPPA).” When we refer to IPPA in the abbreviated form, we should not use the word “the” in front of it.

IPPA logo:

- IPPA logo can be found by following [this link](#).
- The IPPA logo should appear with a white background and as a rectangular-shaped image (or square on social media) whenever possible.
- The IPPA logo colors (see below) may not be altered.
- The IPPA logo is to appear in color and not black and white, whenever possible.

Brand colors:

- Hex colors for IPPA logo:
 - Red: #ff646b
 - Blue: #49a4dd
 - Green: #62cb86
 - Yellow: #ffbd66
- RGB:
 - Green: rgb (98,203,134)
 - Yellow: rgb (255,189,102)
 - Blue: rgb (73,164,221)
 - Red: rgb (255,100,107)

Dimensions for social media and website graphics (in pixels, please provide in PNG format):

Basic Instagram image sizes

- Landscape: 1080 x 566 px
- Portrait: 1080 x 1350 px
- Square: 1080 x 1080
- Stories and Reels: 1080 x 1920

Basic Facebook image sizes

- Landscape: 1200 x 630 px
- Portrait: 630 x 1200 px
- Square: 1200 x 1200 px
- Stories and Reels: 1080 x 1920 px

Basic X (formerly Twitter) image sizes

- Landscape: 1600 x 900 px
- Portrait: 1080 x 1350 px
- Square: 1080 x 1080 px

Basic LinkedIn image sizes

- Landscape: 1200 x 627 px
- Portrait: 627 x 1200 px
- Square: 1080 x 1080 px