

## Dovercourt Community League

### Communications Job Description

The Communications Lead is responsible for the overall external communications of the Dovercourt Community league. This includes newsletter, website, social media and copy sign.

Communications Lead responsibilities include:

Reporting to the Dovercourt Community League Executive, as needed/requested.

1. Reviewing and updating a communications plan by June of every year
2. Lead on social media channels (responsible for content and knowing who has access to accounts)
3. Ensure all passwords are changed with all turnover of positions. Communicate all password changes to the DCL Secretary.
4. Manage the communications email, and send all publicity-related emails through a central email address
5. Track when fees are due (printers, web hosting, domain names etc.) and communicate with the Treasurer to ensure the fees are paid.
6. Overall responsibility for adhering to the communications policies (attached)
7. The roles and responsibilities listed under the communications lead may be undertaken by a number of people, with the communications lead holding the overall responsibility. The communications lead is responsible for recruiting people to undertake the roles, and to ensure that policies are adhered to.
8. Newsletter Editing Responsibilities:
  - 8.1. Produce the Dovercourt newsletter once a month, either electronically or hard copy, as determined by the board.
  - 8.2. Establish a newsletter deadlines. Communicate the deadline for the monthly newsletter to the DCL Board members as well as other contacts who may be interested.
  - 8.3. Proof and edit articles and advertisements. Ensure that content respects communications policies.
  - 8.4. Ensure individuals have an option to 'opt-out' of receiving emails
  - 8.5. Submit hard copies of newsletter to the printers
  - 8.6. Coordinate with newsletter distributors and ensure newsletters are delivered prior to the first of every month.
9. Newsletter Distribution:
  - 9.1. Ensure that all newsletter carriers are paid every three months by requisitioning cheques from the executive.
  - 9.2. Deliver all newsletters to the carriers
  - 9.3. Communicate with the newsletter editor as to the number of newsletters required.

- 9.4. Ensure all newsletters are sent to homes by the first day of every month
- 10. Webmaster:
  - Update website, this involves the following:
    - 10.1. Ensure information on the site is relevant and timely
    - 10.2. Test the site periodically to ensure links stay relevant
    - 10.3. Post information on behalf of DCL on request
- 11. Social Media Coordinator:
  - 11.1. yearly review of which social media channels would be most appropriate for communicating information, as part of annual communications plan.
  - 11.2. Post events, updates, other information that would be relevant and interesting to Dovercourt residents.
  - 11.3. Moderate conversations to ensure that policies and people are respected.
- 12. Advertising & Sales:
  - 12.1. Invoice advertisers
  - 12.2. Ensure advertisements adhere to communications policies
  - 12.3. Consider advertising practices and guidelines annually as part of annual communications planning.
- 13. Copy Sign Posting
  - 13.1. Ensure the information on the permanent copy sign in front of the hall is updated with the most current event information

# Communications Policies

Dovercourt Community League Facebook Page, Website, Newsletter and Social Media

The Dovercourt Community League communications channels are meant to share activities, events and community news and information for the residents of Dovercourt and surrounding communities. We invite our neighbours to share photos, ideas and news that would be of value to our entire community, and to network with others who live within our neighbourhood (and surrounding neighbourhoods).

## 1. Publication Guidelines

The Communications lead is responsible for ensuring that the following policies are guidelines are respected. Communications lead (and/or social media and/or newsletter editor) reviews all content and removes any deemed offensive or not applicable to the community. If there is a need to remove or edit a post, our moderator will do so at his or her discretion and depending on the post or comment, may or may not contact the individual who posted the content.

Guidelines:

- 1.1. Posts are non-partisan, with no posting/commenting any political or religious support messages or attacks on individuals or other organizations, groups or associations.
- 1.2. No promoting or advancing personal cause (local fundraising initiatives may be promoted).
- 1.3. No posting/commenting harmful, inflammatory or unsubstantiated accusatory comments on this page, whether to a person or group.
- 1.4. For social media, do not post pictures of people without their express permission, and refrain from tagging other people in any photos you may post on this page.
- 1.5. All persons with administrative rights on social media channels shall identify themselves (full name or first name and initial) when responding to messages.

## 2. Advertising

Local businesses are defined as either: a. Businesses that are located in Dovercourt or b. Business owners live in Dovercourt.

Advertising is priced as follows:

- 2.1. Dovercourt Area Businesses listed in a directory - free in electronic newsletters
- 2.2. Programs that take place at Dovercourt Hall, and are sponsored by the Dovercourt Community League are advertised in the newsletter at no cost to the program facilitator

2.3. Web site – free for local businesses.

2.4. Advertising Rates

DCL Membership Holder

<b>Ad Size</b>	<b>Hard Copy 1 month</b>	<b>Hard Copy Annual ( 5 issues)</b>	<b>E-news 1 month</b>	<b>E-News Yearly (10 issues)</b>	<b>E-news + Hard Copy 1 month</b>	<b>E-news + Hard copy Annual2</b>
Business Card	\$15.00	\$70.00	\$10.00	\$80.00	\$20.00	\$115.00
Quarter page	\$20.00	\$90.00	\$15.00	\$120.00	\$30.00	\$170.00
Half Page	\$35.00	\$160.00	\$25.00	\$190.00	\$50.00	\$285.00
Full Page	\$65.00	\$300.00	\$45.00	\$330.00	\$90.00	\$515.00

Non-DCL Member

<b>Ad Size</b>	<b>Hard Copy 1 month</b>	<b>Hard Copy Annual ( 5 issues)</b>	<b>E-news 1 month</b>	<b>E-News Yearly (10 issues)</b>	<b>E-news + Hard Copy 1 month</b>	<b>E-news + Hard copy Annual2</b>
Business Card	20	\$85.00	\$15.00	\$90.00	\$30.00	\$160.00
Quarter page	30	\$105.00	\$20.00	\$140.00	\$40.00	\$230.00
Half Page	55	\$190.00	\$35.00	\$220.00	\$70.00	\$380.00
Full Page	100	\$350.00	\$60.00	\$370.00	\$130.00	\$680.00

2.5. Once a year, DCL Members with businesses may advertise free of charge prior to Christmas.

**3. Newsletter Distribution and Privacy**

3.1. Every June, The board will determine the frequency and form (e-news or hard copy) of the newsletter for the upcoming year (The following September - June)

- 3.2. Email lists for the e-newsletter will be updated every year, in collaboration with membership coordinator.
- 3.3. Ensure individuals can 'opt-out' of receiving emails.

**4. Editorial Discretion of Communications Lead:**

- 4.1. The policies and plans outlined in this document will be reviewed and developed into an updated communications plan for board approval by June 30 of each year.
- 4.2. This communications plan outlines policies, and therefore, the Communications Lead and team has editorial control over what material is published, and what is not.
- 4.3. Has discretion over placement in all communication channels (which events/subjects are placed prominently)
- 4.4. If there is a disagreement with the Communications Lead decision, the matter may be decided by the Dovercourt Executive, who will hear and consider both sides of the issue. If the Executive does not vote in favour of the communications decision, the communications plan will be amended to reflect the decision.

- 5. The policies and job description will be reviewed by the board a minimum of every two years.