

Communications Job Description and Policies

Draft version - pending board approval

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:

1. Reporting to the Dovercourt Community League Executive, through ****position**** or at DCL meetings as needed/requested. Need to add 'general responsibilities - reporting to the board, reporting, AGM, meeting attendance etc. once the new configuration is figured out.
2. Reviewing and updating a communications plan by April of every year - new item.
3. Maintaining control over the individuals who can post to DCL social media channels (through passwords)
4. Ensure all passwords are changed with all turnover of positions. Communicate all password changes to the DCL Secretary
5. Manage the communications email, and send all publicity-related emails through a central email address
6. Track when fees are due (printers, web hosting, domain names etc.) and communicate with the Treasurer to ensure the fees are paid.
7. Overall responsibility for adhering to the communications policies (attached)
8. 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.

9. Newsletter Editing Responsibilities:

- 9.1. Produce the Dovercourt newsletter once a month.
- 9.2. Distribute the newsletter electronically 12 times a year, and in hard copy 10 times a year (September to June).
- 9.3. 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.
- 9.4. Proof and edit articles and advertisements as they come in and update advertisements when necessary. Ensure that content respects communications policies.

- 9.5. Use a system (such as MailChimp) that gives individuals an option to 'opt-out' of receiving emails
- 9.6. Develop themes, design, etc. of newsletters
- 9.7. Compile all of the contents for the newsletter and prepare the newsletter for printing within a one week period after the submission deadline
- 9.8. Submit a newsletter to the printers by the 25th of the month. Coordinate printing proofing with the printer
- 9.9. Coordinate pick up prior to the last day of the month and deliver all newsletters to the head of distribution.
- 9.10. Request printing quotes annually for consideration in communications plan. Factors such as supporting small business may be included in considerations.

10. Newsletter Distribution:

- 10.1. Ensure that all newsletter carriers are paid every three months by requisitioning cheques from the executive.
- 10.2. Deliver all newsletters to the carriers
- 10.3. Communicate with the newsletter editor as to the number of newsletters required.
- 10.4. Ensure all newsletters are sent to homes by the first day of every month

11. Webmaster:

- 11.1. Update website, this involves the following:
 - 11.2. Ensure information on the site is relevant and timely
 - 11.4. Establish links with relevant institutions
 - 11.5. Test the site periodically to ensure links stay relevant
 - 11.6. Post information on behalf of DCL on request
 - 11.7. Evaluate web platforms and hosting sites and submit to communications lead as part of annual communications plan.

12. Social Media Coordinator:

- 12.1. yearly review of which social media channels would be most appropriate for communicating information, as part of annual communications plan.
- 12.2. Post events, updates, other information that would be relevant and interesting to Dovercourt residents.
- 12.3. Moderate conversations to ensure that policies and people are respected.

13. Advertising & Sales:

- 13.1. Correspond with schools, churches, business, and community members regarding ads, editorial, and other related content
- 13.2. Invoice advertisers
- 13.3. Attempt to engage businesses and procure more advertising income
- 13.4. Ensure advertisements adhere to communications policies
- 13.5. Consider advertising practices and guidelines annually as part of annual communications planning.

14. Copy Sign Posting - *TBD*

- 14.1. Ensure the information on the permanent copy sign in front of the hall is updated with the most current event information
- 14.2. Report any problems to Maintenance.

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

While we respect everyone's right to their personal opinion, we remind everyone that this is first and foremost a community page geared for a general audience, and as such, we have regulations in place to ensure that it remains so.

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. We thank you for your participation and respect towards this page and all our community neighbours. These are the guidelines:

- 1.1. The Dovercourt league is non-partisan, so please refrain from 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 causes.
- 1.3. Refrain from 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

Advertising is priced as follows:

- 2.1. **Dovercourt Area Businesses listed in a directory - free - *North Glenora has a business directory in their newsletter free of charge for local business owners. Great idea.***
- 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. Business card size - \$10.00¼ page - \$25.00½ page - \$50.00 Full page - \$100.00
Non-profit – free. Free advertising for nonprofits only considered if the ads have a direct benefit to our community. This determination is made at the discretion of the communications lead.

2.4. Web site – free for businesses local to Dovercourt, provided that no prices are included.

3. Newsletter Distribution and Privacy

3.1. Twice a year (October and April), 900 copies will be distributed to all households, with coloured magnets and/or stickers to all households. Households will be given an option to continue with hard copy distribution by posting the magnet/sticker prominently on their mailbox and/or door. The remaining months, only those households with the magnet/sticker will be delivered hard copy newsletters. - *This is new - I think it will help us understand and track our reach - plus some cost savings around unneeded printing.*

3.2. Email lists for the e-newsletter will be updated every year, in collaboration with membership coordinator.

3.3. Use a system (such as MailChimp) that gives individuals an option to ‘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 April 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.