

CSCA Club Communications Guidelines

This document includes the guidelines for CSCA club communications. The types of communications, channels and timing are included for consistency in club communications to our membership.

Communication Type	Channels Used								
	Facebook (Public Page)	Standard email distributed through Constant Contact (CC)	clumbers.org (Members Only)**	clumbers.org (Bulletin Board)	Clumbers.org (Public)	Yahoo Group	Direct EMAIL	Twitter	Instagram
Board Meeting Minutes		X	X						
Board Meeting Agenda		X	X						
Board written COMMS to Membership		X							
Club-sponsored events: standard communications to membership (Regional/ National/ Public Ed)	X (automated push from CC)	X	X	X				X	X
Clumber Closet merchandise push	X (automated push from CC)	X	X	X				X	
President's Letter (COMMS)		X	X	X					
Clumber Chronicles		X	X	X					
Committee Reports (from board)		X	X						
Upcoming Calendar of Events		X	X	X					
Breed education from the board		X	X						
Newsletter communications		X	X	X					
Interactive communication between board and membership (email correspondence, surveys)							X		
Interactive communication with FB Administrator through Questions posted	X								
CS Health Foundation and CS Rescue Communications	X (automated push from CC)	X	X	X				X	X
Public Education	X (automated push from CC)	X	X	X				X	X

Club Communications Calendar

Standard Communication Type	Weekly	Monthly	Annual	Bi-annual	Adhoc
Board Meeting Minutes		X (Tuesday, 4 th Week)			
Board Meeting Agenda		X (Monday, 3 rd Week)			
Committee Reports (from board)		X (Tuesday, 4 th WEEK)			
President's Letter (Monthly Newsletter)		X (Last Friday of Month)			
Clumber Chronicles				X (May, October)	
Board written COMMS to Membership (<i>as directed in board meetings</i>)					X
Club-sponsored events: standard communications to membership (Regional/ National/ Public Ed)	X (Saturday a.m.)				
Clumber Closet merchandise push		X			
Upcoming Calendar of Events			X		X (as updates are required)

Overall Guidelines for Club Communications:

1. All official board communications to be distributed through our standard channels of email (through constant contact with automated posts clearly branded *from the CSCA* board to Facebook page, and clumbers.org members' only area), by the club Secretary or an approved designate.
2. Breed education content cadence with planned communication as standard in method noted in 1. above
3. Public education content cadence with planned communication as standard in method noted in 1. above.
4. Merchandise push content cadence with planned communication as standard in method noted in 1. above.
5. Event content push with cadence (reminders) in method noted in 1. above.
6. All Board announced information deemed shareable to membership in method noted in 1. above.
7. Surveys with board approval distributed in method noted in 1. Above to improve club engagement.
8. All non-standard Facebook communications need to handled via the ***social media guidelines*** denoted in ***page 4*** of this document.
9. Process – all standard club communications are drafted with a test message sent before posting. Often this goes directly to the President for review, sometimes a broader board team (officers). This is always done before a message is distributed. There are standard templates set-up in the tool to ensure a consistent look/brand of all club communications.
10. National Event Committee Communications: These should be executed through the secretary or designated committee communications lead. An attempt should be made to limit the email communications to once per week, maximum. The three weeks leading up to the national event may require twice per week communications.
11. CS Rescue and CSHF communications can be made through the CSCA Club Communications person (designated as Secretary). They simply submit their requests directly to post through the Secretary, within calendar guidelines. An urgent item can be adjusted as an exception process.
12. Timing considerations should be made following the established *Club Communications Calendar* to ensure we are not saturating the club membership.

Social Media Guidelines:

Just as the club has rules for member conduct at sponsored events, we have included a separate set of rules for social media participation on club Facebook Pages, Twitter or Instagram posts.

Our goal is to provide an online community where people passionate about our club mission and share information and interact with one another. We encourage discussions about club activities, shared interests, club events and encourage members to do the same.

1. **Be honest about who you are** and conscious when mixing club business with your personal information. When in doubt, do not post.
2. **Be Clear that Your Opinions are Your Own.** Use Good Judgement when Sharing Club Information Publicly. Do not represent your opinions as that of the club's view. Be clear and separate your personal view from that of the club.
3. **Be Respectful and have Humility in all Communication.** Honest differences of opinion are fine, but cutting down or insulting individuals will not be tolerated. Comments will be removed that use obscenities, personal insults, ethnic slurs or other disparaging language. As well, comments from individuals or organizations which support animal cruelty, promote violence or illegal activities, or contain spam or commercial sales offers will be deleted.
4. **Please Stay on Topic.** We welcome your discussion, but may edit or remove inappropriate or off-topic comments at any time.
5. **Awareness that what you say is Permanent.** Be mindful of your words and remember these are permanent, once posted. Everyone knows how to use screenshots and even once removed, this information is circulated.
6. **Be Accurate.** Make sure that you have all the facts before you post. Again, heed item 5. Above.
7. **Be Responsible.** What you write is ultimately your responsibility. Participation in social media is an opportunity, so please treat it seriously and with respect.
8. **The Bottom Line.** CSCA reserves the right to delete any comments at any time. Users who persist in violating Community guidelines may be barred from posting to our sites.