



PURPOSE

With the number of channels available for Rotarians to use for communications, we are incorporating guidelines to

1. Communicate clearly and efficiently
2. Make the most efficient use of people's time and energy
3. Avoid conflict and misunderstanding
4. Maintain Rotary International branding standards
5. Promote a positive image of Rotary in our communities

OVERVIEW

The following policies and statements are mandatory for communications to and from the District. Clubs are encouraged to review the policies and recommendations. Users of district communication tools shall be held accountable to the current District Governor. All communications are subject to review by the District Communications Officer. The following are the main communications channels considered for the policy:

- External emails, ClubRunner/DACdb District Committee emails
- District social media sites (Facebook, Twitter, YouTube, LinkedIn, Instagram)
- District website
- Digital communications including the e-bulletin and District Governor's messages
- District Surveys

POLICIES

Email Communications

- E-mail to the District leadership team will originate from the District Governor, Executive Secretary, District Communications Officer via ClubRunner/DACdb.
- District Committee Chairs are encouraged to communicate directly to their committee members from ClubRunner/DACdb.
- Messages must utilize blind carbon copy (BCC) field or distribution lists to avoid exposing email addresses when not using ClubRunner/DACdb.
- Recipients must have the ability to opt out of receiving further messages. Efforts will be made to keep current contact information on members and recover unintentionally blocked emails.
- Efforts will be made to limit the number of direct emails containing routine messages to clubs unless they are urgent as deemed by the District Governor, District Communications Officer. Items may be combined into a multi-topic message where practical.

Social Media

Rotarians are encouraged to post club or members' activities using their personal or club accounts to their own social media sites. In addition, the District Communications Officer, and current District will be designated to have "administrator" access to the District social media sites. This will allow for promoting and sharing posts from clubs in the district, Rotary International, or The Rotary Foundation.

District Website Management

The District Communications & Technology Chair will be responsible for the overall operation of the District ClubRunner/DACdb website and administration will include the following:

- Providing access level administration to the district website and communications system as required.
- Stories posted on the front page of the District website will be primarily about District 5020 Rotarians, activities, and projects and of interest to a broad section of Rotarians in the district.
- Stories may be posted by the District Governor, District Communications Officer, or webmaster after review by the District Communications Officer.
- Stories will remain on the stories page of the website which is searchable with navigation in the Stories tab.
- The Communications & Technology Chair or Committee Chairs will post all important District Documents to the appropriate section of the website.

Digital Communications

District e-bulletins and the District Governor's messages should be in alignment with the Communications Calendar established by the District Governor, District Communications Officer. They can incorporate information from the clubs, Rotary International or The Rotary Foundation as deemed appropriate.

District Surveys

Surveys will be administered by the District Communications Officer based on information needed by the survey requestor. Surveys shall be crafted to uncover the needed information using the fewest questions possible and information will be shared with requestor as needed.

Additional Policies for all Communications

- Communications should be brief, compelling, and easy to understand and minimize abbreviations and acronyms unless previously explained in the communication.
- Communications must refrain from using religious or political references.

RECOMMENDATIONS

- Utilize ClubRunner/DACdb "stats" to review your message' open rates.
- Use varied media as much as possible for messaging optimization.
- Build your committee's annual communications calendar at least a month ahead of time.
- Consider the date and time when you want your communication to be sent and read. Allow for a time window to read and respond.
- Avoid using multiple email addresses when possible.