

## External Communications Policy

This policy should be used to assist and guide communication by JRC members (and staff) in a consistent manner. They encompass the current types of communications media in use by JRC at the time of this writing (5774/Fall 2013). This policy seeks to amend and/or replace prior JRC communication policies accepted in 1973, 1977 and 1989.

### 1. Environmental Friendliness

JRC seeks to minimize its carbon footprint and support sustainability by minimizing the use of printed materials. When printed materials are necessary, JRC encourages the use of the most sustainable and reasonably priced commodity/ies currently available. This includes paper, ink, toner, envelopes and other products associated with the production and delivery of paper products.

### 2. Content Guidelines

Materials printed or sent electronically under the JRC logo and any materials paid for with JRC funds must be for JRC-endorsed and/or sponsored events or activities as determined by the JRC Executive Director and any relevant committee or group including the Board of Directors.

No advertising or other promotional materials pertaining to JRC shall be placed for publication or other forms of public dissemination unless such materials have previously been reviewed and approved by the Information Vice President with respect to content, form and medium of dissemination.

### 3. Distribution Guidelines

The JRC membership list should not be used for political or commercial purposes.

### 4. Use of JRC's Logo

In order to maintain consistent branding, all materials whether actual or virtual that carry the JRC logo must conform to the JRC brand standards, in terms of logo placement, colors and other design elements. Information about the logo is available from JRC staff.

### 5. Chain of Command/Internal Communications about External Communication

The Executive Director is responsible for assigning authority to specific staff members to post, edit, update and otherwise maintain the content on the website and to send mailings/e-mails on behalf of JRC. The Executive Director and/or JRC staff are responsible for working with and/or contacting the appropriate board or committee members as necessary on external communications matter as relevant.

### 6. Mailings and Postage

Any JRC committee may develop a printed document paid for by that committee's budget. The committee is responsible for seeking competitive bids for such. JRC will only pay postage costs for mailings of official JRC business or those pertinent to the congregation as a whole. JRC has an inventory of pre-printed postcards that can be printed on the office photocopier for distribution as desired and appropriate.

### 7. Current list of regular JRC paper and virtual publications and their uses

#### a. Quarterly Newsletter

Currently the JRC newsletter is published on-line on a quarterly basis. Printed versions are available at the office on a limited basis.

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Newsletter content is submitted by the clergy, school administration, librarian and members. The newsletter is produced by office staff and member volunteers. The newsletter is edited for content and space. The newsletter may only promote JRC-sponsored content. Committees may request that content be published. Items of personal interest and achievement may be placed in the newsletter only once.

### **a. Membership Directory**

The Membership Directory is compiled annually and lists the contact information of members in good standing at the time of publication. Members can notify the Executive Director to opt out of having their information published in the Directory.

### **b. E-mails**

E-mail communications to the entire congregation are limited to promoting only JRC-sponsored or JRC-endorsed events. Any member, however, may submit ideas or original copy for publication. Single subject emails are reserved for time-sensitive JRC notifications such as deaths of members or family members, emergency closings, major fundraisers, annual meeting, holidays, surveys and the newsletter. Currently JRC sends out these weekly e-mails:

- |                  |                          |
|------------------|--------------------------|
| ☆ Rabbi's Parsha | ☆ Religious School       |
| ☆ Tikkun Olam    | ☆ Weekly Calendar E-mail |

### **c. Website**

The website ([jrc-evanston.org](http://jrc-evanston.org)) is the official location for current information about JRC. The website serves as the official location of the calendar, membership directory, staff links, departmental descriptions, committees and programs. It also features a page on which members and non-members can make donations.

### **Facebook and future social media platforms**

Facebook is used for updating JRC members on JRC day-to-day activities, posting photos, promoting JRC events, and marketing to Chicagoland residents who may be interested in membership and programs. Any Facebook user who can access the page can post a comment. JRC reserves the right to delete offensive comments.

JRC may place ads on Facebook, targeting desirable demographic audiences.

The Facebook administrative access is controlled by the Executive Director. No member outside the office may have access to the JRC Facebook account. JRC staff reviews the Facebook page daily and posts regularly.

Note that Facebook's privacy and advertising policy, editing rules and other features may change at any time without any notification and our ability to control the content or the look of our page is limited to how quickly we can learn about and respond to Facebook's changes.

Policy Approved: October 9, 2013