



April 2014

Statement of Purpose

The BAYT's overall communications objective is to reach the various demographic audiences (by age band, gender, family/couples/singles status, member/non-member/prospective member, and the general public) with news and information about the BAYT and the ways in which the BAYT provides a centre for Orthodox religious practice and learning, and to heighten awareness of the BAYT's overall purpose, services, programs, and events.

This information needs to be circulated with a mindfulness that reinforces the BAYT's key messages, namely:

- Welcoming members and friends to our synagogue for weekday, Shabbat, and holiday religious ritual and observance as well as for lifecycle events, learning, education, and social opportunities for all age groups;
- Raising awareness about our Rabbinic leadership;
- Heightening understanding and appreciation of the BAYT as a communal centre for its members as well as, on occasion, for the broader Jewish community of Toronto and its surrounding areas;
- Positioning the BAYT as a leader within the global Jewish world; and
- Reinforcing the BAYT's support for and closeness to Israel.

Communications Channels

Currently, the BAYT's communication channels include:

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| <ul style="list-style-type: none">• Weekly email from the Rabbi• Weekly Shabbat bulletin• Mid-week & Special Interest email announcements, as needed• Holiday print publications• Event fliers, as needed• Poster boards in the halls• Electronic screens at entrances• LinkedIn's BAYT professional group• BAYT Youth TV | <ul style="list-style-type: none">• Street sign on Clark Avenue• Phone call-out blasts• Announcements from the Bima on Shabbat and Holidays• Occasional surveys, as needed• <i>Note: Taped BAYT classes are posted on KosherTube. While the BAYT does not manage that site, the BAYT retains the right to remove content if necessary.</i> |
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It is hoped social media platforms will enhance the above channels, providing an additional stream for information and messaging to broaden the BAYT's reach to various demographics.

Guiding Principles

It is very important to be mindful of the following:

- Every action pertaining to the BAYT's social media, like all communication activities, must be crafted with the intent to reinforce the BAYT's key messages and achieve the BAYT's overall objectives.



BAYT Social Media Protocols

- Postings and messages must present the BAYT's public image with sensitivity to the BAYT's Orthodox religious purpose and with a high degree of professionalism.
- As with all of the BAYT's communication activities, all postings must be vetted and approved by the key communication gatekeepers, i.e., Rabbi, Executive Director, President, Publications/Communications co-chairs, and others, as needed.
- Access to the Facebook account – for posting and editing – will be limited to only a few individuals.
- The Publications/Communications team recommends that, in the interest of engaging in dialogue and to maintain a high level of credibility, comments to postings should be allowed. However, the following controls are recommended in order to ensure this is appropriately managed:
 - When the situation requires it, there should be only one or two individuals allowed to respond to comments on behalf of the BAYT. This may be as simple as "thank you for participating" or it may require a more sensitive response such as "thank you for your feedback and we are working to improve." Any response that is more complicated than the two noted here must be vetted for approval.

It is understood there may be an occasional negative comment. Since the value of a Facebook page is its ability to engender dialogue, this is not necessarily a problem since it allows the BAYT to respond accordingly and, it is hoped, clarify matters and maintain credibility.

In the event of a highly negative situation, one that jeopardizes the BAYT's stated objectives, a posting or comment will be removed.

- Any responses to comments will not be from a named individual; rather, the responder will be "The BAYT Responds" or some other official, non-personalized, BAYT source.
- Existing Facebook pages for the BAYT will be merged together to ensure a single point of reference.
- Pages for groups within the BAYT, such as the Sisterhood, Young Professionals, and Youth will be cross-referenced from within those pages, but will be managed by the committees which oversee those areas of the shul.

Social Media: Facebook

The BAYT's objectives for using Facebook are:

- To *complement* the BAYT's other communications activities in order to reach more individuals in the demographic groups noted above.
 - This means it does not need to necessarily repeat all news and events, although they should be referenced, but rather will add another perspective to them and will better round out awareness of the event or news.
 - This includes follow-up reviews, pictures, additional insights, and more.
 - It also includes the opportunity for dialogue.
- The BAYT's Facebook page, as a general rule, *should not be relied upon* for late-breaking news having to do with schedule changes. Because the BAYT's page needs to go through careful vetting and approval processes with a restricted number of managers, there won't always be time to post last



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minute changes or cancellations. However, it is also understood that when there is time to post a time or venue change, and it makes sense to do so (i.e., for an event already promoted on the Facebook page), every effort will be made to do so.

- This is acceptable because Facebook is only one BAYT communications channel among several and there are other channels through which changes can be communicated.
- Whether a visitor posts a message on the Facebook timeline or sends a private Facebook message, (which is not posted publicly but will be received by managers), either situation requires a response which must be vetted. (See *Guiding Principles* above.)

Social Media: LinkedIn

- The BAYT has a single LinkedIn page, BAYT Professionals, which is open to members of the shul. All applications for membership in the group require approval which is based strictly on being a member of the BAYT.
- The group is managed by the Technology committee and is moderated by the past and current presidents, the Rabbi, and the Publications committee.
- Postings are done by group members.
- In advance of a BAYT publication that includes advertising, we recommend using the LinkedIn platform to promote advertising opportunities.

Social Media: Twitter

It is suggested the BAYT's Facebook page and its usage be monitored over the next 3-6 months and Twitter protocols be established if it is determined a Twitter account will be beneficial.

- In the interim, the username *@BAYTSynagogue* has been reserved by the Publications Committee.
- No public attention is to be drawn to the Twitter account until a more detailed protocol is established.

Social Media: YouTube

There have been a number of suggestions and discussions around the BAYT's use of videos. There is a place for the use of videos as a valuable channel to profile the BAYT. Rather than rely on the judgment of others as to what should be posted, the Publications Committee suggests the BAYT create a YouTube channel for the occasional BAYT video. A limited number of people will have access to publish to it.

- As per previous videos that have been posted on the BAYT's behalf on YouTube, there will be no commenting allowed on the videos.
- Videos will be posted at the discretion of the Publications Committee based on specific requests from committee chairs, members of the Executive, and the Rabbi.
- Videos will be subject to the same vetting and approval processes as Facebook postings.

Social Media: Other

It is suggested that the BAYT does not create, at this time, a presence on any social platform not mentioned here until the value of that platform is more thoroughly examined and until these protocols have been amended to establish usage parameters around that particular platform.



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Social Media Managers

In order to ensure there is a proper system of checks and balances, every BAYT social media manager must be “friends” or within the network or connections of all other BAYT managers. Because these individuals have access to mechanisms with a swift and direct impact upon the BAYT’s image, it is understood that a manager’s personal postings using social media will be under scrutiny simply for the purpose of ensuring any references to the BAYT remain consistent with the BAYT’s key messages and vision. If it is determined a manager breaches this understanding, he or she will be relieved of social media manager duties.

- The BAYT invites a dialogue with members and friends through social media platforms. However, because of a manager’s privileged access, he or she has a higher professional obligation to preserve the BAYT’s public image. Therefore, as is common business practice, all managers of the BAYT’s social media platforms can only “speak” in this capacity on behalf of the BAYT and in its best interests and is, therefore, excluded from the full freedom of public dialogue.
- All managers will be required to formally state their agreement to the above terms.