

TEMPLE BETH SHOLOM COMMUNICATIONS POLICY AND PROCEDURE

Purpose of Communications Committee: to disseminate information of interest to Temple members in an expeditious and timely manner, such as:

- Inform the community of deaths, funeral and Shiva minyans
- Supplement the monthly bulletin with additional weekly e-bulletins to inform/remind members of Temple events already announced
- TBS member celebrations, life cycle events and accomplishments such as:
 - Special birthdays/anniversaries, weddings, babies, engagements, graduations, acceptance to college, awards, community recognition
 - Public appearances (speaking, educational events), cultural shows/events, theatre, published works, etc.
- Notice of communal needs due to illnesses and hardships (*see “Content” below*)

This policy expressly excludes commercial announcements intended to obtain business.

The communications committee maintains a current, confidential e-mail address list and phone numbers for all temple members. The office staff, members, the Rabbi, Board of Directors, and/or membership chairperson shall keep the communications committee updated on additions and deletions to this list.

All members will receive monthly printed bulletins. Members who have access to e-mail will receive a supplemental weekly e-bulletin every Thursday evening. The deadline for weekly bulletin submissions is Wednesday at 7:00 PM. Only in the case of urgent information such as deaths and Shiva announcements will additional communications be made in the same week. A copy of each newsletter will be posted on the bulletin board in the synagogue for those who do not have e-mail.

POLICY:

Privacy and protection: E-mail addresses and phone numbers provided to the Temple will not be shared outside the Temple community. Address and phone numbers are included on the annual member calendar. The e-mail administrator maintains firewall and virus protection software to protect the integrity of mail sent, however, cannot be held responsible if technology is breached by unlawful practices.

No e-mail attachments will be disseminated due to potential for viruses from unprotected personal computers. Messages will be contained within the body of an e-mail message. When submitting items for inclusion in weekly bulletins, these must also be sent in the body of the e-mail. Please use only plain text such as Times New Roman, Courier or Garamond.

Content: Weekly service times and special events will be posted in the weekly e-mail bulletin. Routine events such as Hebrew school information may be found in the annual calendar and Hebrew school booklet. Other announcements are restricted to matters concerning Temple member only. No ads, appeals, personal projects or causes will be circulated. We do not want to be an avenue for SPAM. We will be respectful of people's time and restrict messages to those of Temple community business and activities.

Due to privacy issues, notice of communal needs due to illnesses and hardships should be initiated by the person or family in need of assistance. Another party may notify the community if requested to do so by the family or if it is impractical or impossible for the family to make the request themselves. Announcements for assistance may be made to the community anonymously, through the coordinators.

Equitable dissemination of information: To be fair to all members including those without e-mail access, all events and information should be included in the monthly bulletin. Weekly e-mail reminders should be used as a reminder (not for new information) whenever possible.

Urgent news: Notices of deaths and Shiva minyans will be disseminated both by e-mail and with phone calls to those without e-mail due to the necessity that all members must be notified on short notice.

Event cancellations: Where practical, e-mail messages will be sent or calls made to people registered for an event. Radio announcements will be made for general admission events where no reservations have been taken. A recording will also be left on the temple office answering machine.

Length of announcement run: Every mailing includes the link to our website and to Amazon.com so your purchases earn book dollars for TBS. Announced events which have not yet taken place will remain in subsequent mailings. When the event has taken place or the RSVP date has passed, the item will be removed.

PROCEDURES:

Anyone wishing to disseminate information per the above policy may call or e-mail the office from 9:00 AM-12:00 noon with the complete information to be circulated. Fern will send the information to Debbie. E-mail: bethsholomstratford@netzero.net. Phone: 378-6175.

E-mail or call with complete message, including the contact person and RSVP information if applicable. Debbie will edit only for clarity, grammar, spelling and format. Rules of good communication will ensure that your message gets read. Follow these guidelines:

- Include critical information in the shortest possible message.
- State the purpose of the communication at the beginning. Give details, close with quick summary of communication's purpose.

For death, funeral and Shiva arrangements provide:

- Name of the deceased, membership status (temple member or family of a member). Please make clear the relationships between the member(s) and the deceased.
- Funeral information: Funeral home or location of the service. Include address and phone number, date and time.
- Shiva minyans or other opportunity for paying respects to the family: location, date(s) and time(s) for Shiva minyans, calling or visiting hours.

If you have any questions about the Communications Policy or procedure, contact the office.