

## DIRECTOR - COMMUNICATION (BULLETIN EDITOR/WEB MASTER)

This position was traditionally the Bulletin editor. Technology has opened other forms of communication.

Each club best determines its own internal communication vehicles. Some clubs still use bulletins; others may use websites and social media. It all depends on the membership and which works best for the club.

The communication vehicle must be constantly reviewed to ensure it is doing the job. If not, then alternate methods of communication on how best to ensure every member is kept abreast of current club activities is needed.

Clubs may use multiple methods of communicating. For example a club could still put together a regular "Bulletin / Magazine" and send it out by e-mail or post on a web page.

Regardless of the communication vehicle your club settles on – what is important is that every member be kept current in club activities.

### Responsibilities

- Review communication strategies to ensure the members are always informed
- The information that every member must have access to on a regular basis are:
  - Roster of club membership
  - Minutes of General and Executive meetings
  - Advance notice of motions
  - Project proposal reports
  - Calendar of events
  - Proposals for new members
  - Reports
    - Treasurer
    - Registrar
    - Committees
- Other items may include:
  - Club, Zone, District and National events and histories
  - Contact Information on district officers and National HQ staff
  - Important dates in each member's life – birthdays, anniversaries etc.
  - Kin profiles
  - Editorials
  - Kin Education
  - Status of projects and award submissions

## Facebook and Twitter

With technology changing each and every day, it is not easy for users to grasp the unspoken rules of the social interactions within. Still, there is a general agreed upon courtesy or etiquette for online communication which we can apply to the phenomenal social networking site. Nevertheless, there is no such thing as hard and fast rules for spontaneous social interactions because they are ever-changing.

### Six "do's" when it comes to using Facebook:

1. Private message rather than writing on someone's wall
2. Be mindful of what you post
3. Pick up the phone and call someone to tell them personal news rather than sharing via social media
4. Make sure you reply to comments when a question is asked
5. Avoid posting comments on EVERYTHING
6. Watch your tone when updating or commenting

### Six "don'ts" when it comes to using Facebook:

1. Make friend requests to strangers
2. Tag your friends in not so flattering photos
3. Overshare yourself and your personal life
4. Vent about work or Kin
5. Post chain status updates (no you will not die if you don't share the post)
6. Put down others

National Headquarters manages the "**Get on Board**" Facebook group. This group is for Kin across Canada and you must be "approved" to join it. Here you will find posts regarding events, celebrations, updates to the National website etc.

The district maintains a group on Facebook called "**District 1 Kin**". This group is private and you must be "approved" by the group administrator to join the group. In the District 1 Kin Facebook Group you can:

- 🌀 Post your events
  - *It is recommended that you first update your club / zone website page and share the link to the website in the Facebook group*
- 🌀 Ask questions for feedback from other members and clubs
- 🌀 Discussion opportunity

Many past Deputy Governors have already started a Zone group / page.

Numerous clubs have also started their own club group / page.

*Club groups / pages are usually public access and therefore you should keep all posts positive. This is not the place to discuss any issues or concerns.*

## Kinette Bulletin Awards

*Deadline: 30 days prior to District Convention (in the case of late Zone Conferences, exemption will be granted)*

**Senior Award:** For all Clubs with membership of 15 and more as of the October membership reporting form.

**Junior Award:** For all Clubs with membership of 14 or less as of the October membership reporting form.

**Rules:**

1. Entries shall be judged on five complete monthly issues of the Club's Bulletin, submitted either in paper form or via an electronic submission (including but not limited to emailed as an attachment, emailed as a link to the document source, on cd or on memory stick).
2. Entries shall be judged by the Deputy Governor or her appointee according to the comprehensive marking scheme supplied by the District Awards Chair. A Junior and Senior winner shall be selected in each Zone, and their names and bulletins forwarded to the District Awards Chair for final judging within ten days of the holding of the zone conference.
3. Judging shall be done and points awarded as outlined in the District Kinette Senior and Junior Bulletin marking system.
4. *CRITERIA – as per the criteria set out in District Bulletin Award Marking Scheme below.*

**Reward:** A personal plaque to be given to the winners in each division.

### Senior and Junior Bulletin Marking Scheme

A. Mandatory Requirements (each issue)		√
1.	Outside front cover, inside front cover or first immediate page following.	
	a) Club name, Zone and District	
	b) Names of Club President and Bulletin Editor	
	c) Club contact information	
	d) Date, time and place of meeting	
	e) Issue number of bulletin	
2.	Minutes of last general meeting	
3.	President's report	
4.	Calendar of events	
B. Content		
1.	Club Activities	
	a) Activities of club members, birthdays, etc	5
	b) Reports on social events	5
	c) Reports/Updates on service projects	5
	d) Articles submitted by club members (other than bulletin editor)	5
	e) Kin profiles/Kin Kid section	5
2.	Editorials (5 points each to a maximum of 10)	10
	a) Must be original and labeled as editorials	
	b) Can be submitted from anyone in the club or community	
3.	Kin Education	15
4.	Association News	
	a) Zone news	10
	b) District news	10
	c) National news	5
C. Presentation		
1.	Layout and quality of production	10
2.	Quality of content; reader's interest, humour and good taste	15
MARKING WORKSHEET SECTION		
Section A - Mandatory Section:		√ or X
Section B – Content:		75
Section C – Presentation:		25
<b>GRAND TOTAL</b>		<b>100</b>

## **John Brooker Senior & Junior Bulletin Awards**

*Deadline: 30 days prior to District Convention (in the case of late Zone Conferences, exemption will be granted)*

### **Purpose:**

These are awarded annually with the object of stimulating interest in the improvement of the club bulletins, and to encourage clubs without bulletins to devise ways and means of publishing a regular issue. Any editor who achieves 100 percent or 1,000 points on 8 of his best issues submitted will receive a plaque to commemorate his excellence and diligence.

### **Rules:**

1. Entries shall be judged on five complete monthly issues of the Club's Bulletin, submitted either in paper form or via an electronic submission (including but not limited to email as an attachment, emailed as a link to the document source, on cd or on memory stick).
2. Entries shall be judged by the Deputy Governor or his appointee according to the comprehensive marking scheme attached.
3. A Junior and Senior winner shall be selected in each Zone, and their names and bulletins forwarded to the District Awards Chair for final judging within ten days of the holding of the zone conference.
4. Judging shall be done and points awarded as outlined in the District Senior and Junior Bulletin marking scheme attached.
5. *CRITERIA – as per the criteria set out in the District Bulletin Award Marking Scheme noted below.*

### **Reward:**

The winner will receive a personal plaque.

## Judging Criteria, Junior and Senior Bulletins:

<b>A. Mandatory Requirements (each issue)</b>		
	1. Outside front cover, inside front cover or first immediate page following	
	a) Club name, Zone and District	
	b) Names of club president and bulletin editor	
	c) Club contact information	
	d) Date, time and place of meeting	
	e) Issue number of bulletin	
	2. Minutes of last general meeting	
	3. President's report	
	4. Calendar of events	
<b>B. Content</b>		
<b>1. Club Activities</b>		
	a) Activities of club members, birthdays, etc.....	<b>5 points</b>
	b) Reports on social	<b>5 points</b>
	c) Reports/Updates on service projects	<b>5 points</b>
	d) Articles submitted by club members (other than bulletin editor)	<b>5 points</b>
	e) Kin profiles/Kin Kid section	<b>5 points</b>
<b>2. Editorials(5 points each to a maximum of 10)</b>		
	a) Must be original and be labelled as editorials	<b>10 points</b>
	b) Can be submitted from anyone in the club or community	
	<b>3. Kin Education</b>	<b>15 points</b>
<b>4. Association News</b>		
	a) Zone news	<b>10 points</b>
	b) District news	<b>10 points</b>
	c) National news	<b>5 points</b>
<b>Total Section B</b>		<b>75 points</b>
<b>C. Presentation</b>		
	1. Layout and quality of production	<b>10 points</b>
	2. Quality of content; reader's interest, humour and good taste	<b>15 points</b>
<b>Total Section C</b>		<b>25 points</b>
<b>GRAND TOTAL</b>		<b>100 points</b>