

# Beth Israel Communication Policy

(board approved Jan. 14, 2014)

## Policy

In order to guide professional, congregation-wide dissemination of printed and electronic information relevant to Congregation Beth Israel, congregation-wide communication will be limited to select channels (the office, the rabbi, the web site, the president, and school director.)

Most committees should not communicate directly to the whole congregation; information should go to the office for inclusion on the web site, newsletter, shofar, or print mailings. This ensures consistency and the opportunity to edit.

When communicating by email as a representative of Beth Israel (officers, committee chairs), an official Beth Israel email address should be used. Communication solely to others within a committee is exempt.

## Procedure

- A. Information to be shared with the congregation and/or greater community may be posted on the Beth Israel web site and/or Beth Israel calendar (all events and calendaring must be run through the Beth Israel office before sending out information to the congregation). To do this, the originator of the information should contact [office@bethisraelbellingham.org](mailto:office@bethisraelbellingham.org) and [webmaster@bethisraelbellingham.org](mailto:webmaster@bethisraelbellingham.org).

B. Information should be reviewed, edited and processed within 2 business days. (Rabbi has offered to edit community-wide correspondence and return within 48 hours; also plan to put together an editing team). Information should have a "submit by" date to indicate when to publish in print and electronic form; and an "expiration date" for online removal.
- The information may then be included in the weekly e-news (which will be distributed as a Constant Contact newsletter), and bi-monthly Shul Shofar, both of which are originated by the office.
- A select few within the Beth Israel community may regularly communicate with the whole congregation, and they will have access to the Constant Contact account (this is limited to a few users, unless Beth Israel wants to pay for more accounts). This currently includes the office, Capital Campaign and Religious School Director.
- Emails from Beth Israel representatives must be sent through official Beth Israel email addresses ([@bethisraelbellingham.org](mailto:@bethisraelbellingham.org)) in order to maintain a secure, official, professional and safe line of communication. Select positions/leaders have such email addresses set up already (office, rabbi, president, webmaster, school director, fundraising, etc.), and more can be set up as needed. These email addresses are intended to be used to respond to questions from the public, or to email the respective committees or groups, not to address the entire congregation.
- Show restraint. Most of the time, information can be shared on the web site and through e-news; a committee newsletter or flyer can be a link on the web site. Sending out separate communications should be the exception; and if it is necessary (an 'emergency'), it should only be done through an official channel as noted above (sent to office, or rabbi, to then be communicated to congregation). If emailing reaches a level that elicits complaints, access to communication tools will be reviewed.
- For congregation-wide registration/events (such as Passover Seders, Sisterhood membership) and RSVPs, the online Payquiq system should be used. To set up an interactive form (whether or not payment is part of the form) contact [webmaster@bethisraelbellingham.org](mailto:webmaster@bethisraelbellingham.org) and/or [office@bethisraelbellingham.org](mailto:office@bethisraelbellingham.org) (access to Payquiq itself must be limited because it contains financial information).
- To create flyers, pamphlets or posters, the information and artwork should be sent to the office or rabbi for review; it will then be plugged into a template and distributed, on the web site, in the newsletter, and occasionally in print. Turnaround time will be no more than 48 hours. A few templates will be created for a recognizable Beth Israel "look."