

5.x MVCA Electronic Communications Guidelines

Approved February 2016

Application:

The MVCA currently has five regular vehicles for electronic communication: a Twitter account, a Facebook page, a newsletter, a website and a calendar of events. These guidelines apply to all of these communications vehicles and to any other regular electronic communication vehicles added in the future. These guidelines are subject to periodic revision as determined by the MVCA Communications Committee and approved by the MVCA board of directors.

MVCA Objectives:

According to its articles of incorporation and constitution, the MVCA was established to protect and promote the quality of life in the community and to advance cultural and social interests for the community. MVCA's electronic communications serve these objectives.

Guiding Principles for MVCA's Electronic Communications:

MVCA's electronic communications must reflect the values and views of the MVCA as a whole rather than those of the persons who are tasked with managing them or posting information on them on behalf of the MVCA.

All content of MVCA's electronic communications must fall within one or more of the electronic communications objectives as outlined below.

The contents of MVCA electronic communications must be respectful of diverse perspectives and viewpoints.

Electronic Communications Objectives:

- To promote the activities of the MVCA,
- To encourage community discussion on issues relevant to Manotick and the surrounding areas,
- To inform the community of changes to laws, bylaws, plans and policies that affect them, and to seek their input,
- To publicize events which are of interest or benefit to the community,
- Encourage target audiences to follow social media and visit the web site, and
- To highlight the outstanding achievements of residents or organizations within the community.

Primary Audiences:

- Manotick and area residents and businesses,
- Manotick and area politicians and community leaders,
- Other community organizations, and
- Local media

Frequency of Electronic Communication:

In order to maintain and increase the number of followers, information should be posted on MVCA social media several times a week. The MVCA website and calendar should be updated biweekly or as events require. The newsletter is sent to MVCA members weekly by e-mail and is also posted on the MVCA website and Facebook page.

Posts relating to specific events should commence soon enough to give people time to plan and, should increase in frequency as the event approaches.

Updates on MVCA initiatives should be posted as milestones are reached or as needed to provide additional information or reminders to the community.

Dispute Resolution:

In the event that something is posted on an MVCA electronic communications vehicle that is seen as inappropriate by an MVCA member or that engenders a formal complaint from a member of the community, that concern or complaint will be referred to the MVCA Communications Committee which is empowered to resolve the conflict. If the committee cannot come to a resolution, the matter will be referred to the entire MVCA board.

Measurement:

Number of web visitors and followers of social media will be tracked to assess whether they continue to attract community interest.