

May 2015



## ***Statement of Purpose***

These Content Guidelines are intended to provide BAYT Employees, Committee Chairs, and the general membership with a content management framework for publicizing or informing BAYT members and friends of a particular event, initiative, or personal announcement through BAYT bulletins and emails.

Because a great deal of information flows through the BAYT Office every week, it is in everyone's interests to ensure that information is articulated and delivered in a timely, effective manner thereby helping our audiences better receive, process, and access the details they need to know. The management of information also requires mindfulness of publishing space and human resource constraints.

It is hoped that by circulating these Guidelines, they will serve to establish reasonable expectations around the dissemination of information.

## ***Key Objectives for BAYT Communications***

Parties interested in publicizing information through the BAYT's newsletters and emails should understand the key objectives of the BAYT's communications, namely:

- To inform members and friends about details of synagogue weekday, Shabbat, and holiday prayer and learning opportunities for various age groups;
- To raise awareness about our Rabbinic leadership and their messages by providing them with access to these communication channels;
- To support the BAYT's position as a place of Torah learning, Jewish education, and Jewish culture;
- To enhance the community and family atmosphere at the BAYT by sharing news regarding members' lifecycle events as well as information about social opportunities;
- To heighten understanding and appreciation of the BAYT as a communal centre for members as well as, on occasion, the broader Jewish community of Toronto and its surrounding areas;
- To respect the BAYT's position as a leader within the global Orthodox Jewish world; and
- To reinforce the BAYT's support for and closeness to Israel.

## ***Gatekeepers for Messages: Executive Director and Office Manager***

### ***Plus: Role of Rabbinic Leadership***

The BAYT Executive Director and/or Office Manager serve as "gatekeepers" for all information flowing into and out of the BAYT. While the Publication Committee Chairs have general oversight of this communications effort, the first "gatekeeper" for information considered for publication is the Executive Director and/or Office Manager who make the first decision on material in accordance with these Guidelines and the BAYT's communication objectives.

It is expected there will be frequent contact between the Publication Chairs and the BAYT office so as to ensure a joint cooperative communications effort that is mindful of both BAYT resources and BAYT communication objectives. For the most part, the Publications Committee has oversight over the BAYT's

various communication channels but does not directly or fully manage the content disseminated through them. Nonetheless, if certain content is deemed to require discussion beyond the Office scope, it will be brought to the attention of the Publications Chairs who will then either decide on the matter or elevate it to members of the BAYT's Executive and/or Rabbinic Leadership for a final decision.

*\*Note: The BAYT's Rabbinic Leaders manage their own email communications. They are sensitive to the Guidelines outlined here. While the Office and Publication Committee Chairs are available to them as a resource, it is understood that the BAYT's Senior and Assistant Rabbis, as the BAYT's spiritual leadership, have the right to manage the content of their own electronic messages. The Publications Committee Chairs and Office staff are available to assist, when asked.*

## **Guiding Principles**

The parties involved in receiving and filtering information for publication must be mindful of the following:

- Every action pertaining to the BAYT's publication of news, events, and messages must be vetted with the intent to reinforce the BAYT's key communication objectives as previously noted.
- Personal postings must comply with the *"Process for Submitting Personal Announcements"* outlined below.
- Final decisions must be determined with sensitivity that messages must comply with the BAYT's Orthodox religious principles and with a commitment to professionalism.
- Before final release, news items and personal announcements will be vetted and approved by some or all of the communication gatekeepers who are generally involved in this activity, i.e., Senior and Assistant Rabbis, Executive Director, President, Publications Committee Chairs, and others, as needed.
  - Currently, the weekly Shabbat bulletin is reviewed by multiple parties.
  - Mid-week emails are usually reviewed by one of the Publication Chairs, the Assistant Rabbi, and Executive Director. (They generally contain a re-cap of news already posted.) In light of the reduced review system for these mid-week announcements, the Office oversees content and general editing principles.
  - As mentioned, the BAYT's Rabbinic Leaders manage their own email communication.
- When it comes to information that references outside organizations, gatekeepers are directed to the list of the Board's pre-approved institutions and organizations and shall seek guidance, if needed.
- Every effort will be made to ensure all communications abides by legislation around privacy and anti-spam.

## **Process for Submitting General, Event- or Initiative-Related News**

Parties interested in publicizing information should adhere to the following procedures:

### ***For Committee Chairs, i.e., Adult Education or Programming, or any Chair of a program or event:***

- Submit material for weekly Shabbat bulletin by noon on Wednesday.
- Proofread submitted material for accuracy before submitting
- While a well-written, concise written submission will be greatly appreciated – and is more likely to be printed as submitted – it may require editing down due to space constraints.

- When attempting to publicize an event that takes place weeks, or even months, in the future, Committee Chairs should work out a schedule with the Office (with sensitivity to deadlines) that will allow for publicity to be staggered over time – but not necessarily week after week.
  - If the event is in the future (or there is a registration deadline), a shortened announcement may suffice in the weeks leading up to the event with more detailed information to follow in bulletins closer to the event or registration deadline.
  - If a flier is available, the flier may be posted on-line and/or made available in the bins at the BAYT entrances with a condensed bulletin announcement directing readers to those locations for further information.
  - The Office Staff will consider whether or not an announcement has been repeated multiple times and will decide on the appropriateness and timing of repeat announcements.
  - **The Office will confirm receipt of an announcement and/or provide explanation of change in timing or wording.**
  - Keep reading for alternative options.
- Committee Chairs are encouraged to consider the BAYT's multiple communications channels when publicizing events and information which will generate more robust publicity.
  - Every effort will be made to provide reasonable and fair space within the confines of the Shabbat bulletin and mid-week emails to all Committees and events, but if a Committee seeks more publicity than what can be reasonably accommodated within those channels, there are additional options available: Fliers; BAYT website; Facebook; the Senior Rabbi's Friday email (with his permission); automated phone call outs (**within parameters since we have to be mindful of overuse**); and more.
  - Each Committee is responsible for planning its own publicity.
- Publicity around events hosted at the BAYT:
  - Bulletin and e-mail space for publicizing events is reserved for BAYT events and for programs co-sponsored by the BAYT.
  - When the BAYT is not co-sponsoring an event held by an outside organization in the BAYT, the organization is welcome to:
    1. Submit a flier to the Office and Executive Director who will review it and decide on how that flier may be stocked and circulated within the BAYT; and/or
    2. Purchase one of the BAYT's various advertising opportunities.
- Publicity around Special Days: Yom Ha'Shoah, Yom Ha'Atzmaut, Yom Yerushalayim, and Yom Ha'Zikaron
  - The BAYT may publicize events in the Shabbat bulletin that pertain to the above-noted special Jewish historical days and that are taking place in the larger Jewish community – whether or not the BAYT is a co-sponsor of those events – when the events are held at the BAYT and/or the BAYT Rabbi or Assistant Rabbi is publicized as a speaker or panel participant.
  - Other mechanisms of publicity may be used, too, at the discretion of the parties who manage those channels including the Rabbi's and Assistant Rabbi's weekly emails, the Facebook page, the BAYT LinkedIn group, pulpit announcements etc.
- Publicity around unforeseen events
  - From time to time, a situation arises that galvanizes the larger Jewish world and a city-wide or nation-wide Jewish response may be quickly organized.
  - In those cases, the Publications Committee, Rabbinic Leadership, Executive, and Office Staff will determine the best and most appropriate methods of communication and publicity.

- Once information has been approved for publication, the Publication Chairs and Facebook Manager will assess material for posting to the BAYT Facebook page.
  - That decision will take into account principles of effective social media and will include an assessment of where, when, and how often material should be repeated.
  - Committee Chairs are welcome to contact the Publication Chairs or Facebook Manager at any time to discuss publicity using the BAYT's social media.
  - **Please refer to the BAYT's Social Media Policy (in Board Member binders and posted on line) for full details on use of the BAYT's Facebook page for news and announcements.**

### ***Process for Submitting Personal Announcements***

Members are encouraged to share their good news and celebrations! Parties interested in publicizing a "mazel tov" should be familiar with the following processes:

#### ***For Mazel Tov announcements:***

In order to be fair and consistent in our Mazel Tov announcements, there are protocols around publicizing lifecycle announcements which vary, depending on whether or not the parties are BAYT members.

In addition, announcements refrain from adjectives, such as "proud" and "honoured," since such use complicates matters if:

1. A particular family wants to exceed what is usually stated
2. A family chooses to submit an announcement without such verbiage, thereby making their announcement appear sub-standard

#### **Specific wording in relation to membership status is handled as follows:**

*(Note: The following assumes that the family making an announcement will provide all the names of relatives. However, that is not always the case. When that occurs, the published announcement will be adapted accordingly.)*

#### **Births:**

##### **Parents are members:**

- Mazel tov to (member parents) on the birth of a son/daughter, a grandson/granddaughter to (member grandparents followed by non-member grandparents), a great-grandson/granddaughter to (member great-grandparents followed by non-member great-grandparents)

##### **Grandparents *only* are members:**

- Mazel tov to (member grandparents followed by non-member grandparents) on the birth of a grandson/granddaughter, a son/daughter to (non-member parents), a great-grandson/granddaughter to (non-member great-grandparents)

*Grandparents and great-grandparents **only** are members:*

- Mazel tov to (member grandparents followed by non-member grandparents) on the birth of a grandson/granddaughter, a great-grandson/great-granddaughter to (member great-grandparents followed by non-member great-grandparents), a son/daughter to (non-member parents)

*Great-grandparents **only** are members:*

- Mazel tov to (member great-grandparents followed by non-member grandparents) on the birth of a great-grandson/great-granddaughter, a son/daughter to (non-member parents), a grandson/granddaughter to (non-member grandparents)

**Engagements and Weddings:***Both sets of parents are members:*

- Mazel tov to (member parents) and (member parents) on the wedding/engagement of (member's child) to (member's child), and to (member grandparents followed by non-member grandparents) and to (member great-grandparents followed by non-member great-grandparents).

*One set of parents are members:*

- Mazel tov to (member parents) and (non-member parents) on the wedding/engagement of (member's child) to (non-member's child), and to (member grandparents followed by non-member grandparents) and to (member great-grandparents followed by non-member great-grandparents).

*Bride and/or Groom is/are a member(s):*

- Mazel tov to (member) on his/her wedding/engagement to (member/non-member) and to (member/non-member parents) and (member/non-member parents) parents, and to (member/non-member grandparents) and to (member/non-member great-grandparents).

*Only grandparents are members:*

- Mazel tov to (member grandparents) and (non-member grandparents) on the wedding/engagement of their grandchildren (non-member's child) to (non-member's child) and to (non-member parents) and (non-member parents), and to (non-member great-grandparents) and (non-member great-grandparents).

*Only Great-Grandparents are members:*

- Mazel tov to (member great-grandparents) and (non-member great-grandparents) on the wedding/engagement of their great-grandchildren (non-member's child) to (non-member's child), and to (non-member parents) and (non-member parents), and to (non-member grandparents) and (non-member grandparents).

*Only Grandparents and Great-Grandparents are members:*

- Mazel tov to (member grandparents) and (non-member grandparents) on the wedding/engagement of their grandchildren (non-member's child) to (non-member's child) and

to (member great-grandparents) and (non-member great-grandparents), and to (non-member parents) and (non-member parents).

***\*Regarding deceased members of family in a Mazel Tov announcement:***

- Deceased family members will not be named in the Mazel Tov announcement unless it is within the first year of their passing.
- Depending on the situation, the Office will respectfully word announcements that include someone who passed away and will make an effort to confirm the wording with the family.

**Condolence Announcements:**

- When the Office is informed of a death, it is publicized in the bulletin with the name of the deceased and the name(s) of relative member(s). This may include all children's names (whether members or not), assuming the family provides the Office of all relatives' names.

**Naches and Potpourri Announcements:**

Members are welcome to share personal news about achievements and recognition.

- Contact the Office with details.
- The Office will make their best effort to include it in an upcoming bulletin.
- Announcements will be subject to the same treatment as all personal news meaning it may have to be edited due to space constraints and other considerations.

**BAYT B'aretz Announcements**

Former members of the BAYT who now live in Israel may wish to share their personal news as follows:

- If the members have a Leave of Absence membership status with the BAYT, they are welcome to submit their information to the Office and it will be treated as outlined above.
- If they do not have Leave of Absence membership, but would like their news publicized, out of consideration for the fact that they were once members of our community, still have ties to our community, and now live in the larger Jewish community of Israel, their news will be published under the separate heading of "BAYT B'aretz" and will be subject to the same editing treatment as all personal news.

**\*Bolding Names in all Types of Announcements**

- Member names, and those of their children who still fall within their membership, are **bolded**.
- Non-member names and the names of their children are not bolded.

- In the case of a condolence announcement:
  - The name of the individual who passed is bolded **if that person was a member**.
  - Those family members of the deceased, who are members, are bolded.

*By documenting and circulating these Content Guidelines, we hope to establish a reasonable and consistent framework for publicizing news and personal announcements through the BAYT's print bulletin and email communications. Similarly, we believe this will help set realistic communications expectations on the part of Committee Chairs and the general membership.*

*Publication Co-Chairs*

*Esther Huberman and Elie Kochman*

*Updated May 2015*