



Diocesan Communications Quick Reference Guide

Overview

Communicating the gospel and the story of our faith tradition across the many and varied media platforms available today is both a challenge and a gift; it requires intentionality, focus and persistence. As an organization, we also strive to keep clergy, lay workers, staff and volunteers informed about our ministries, upcoming events, current practices and policies as well as personnel transitions. The chart below outlines a few of the tools we use to share our messages both within and without our community.

Diocesan Communications at a Glance

Communication Tool	Primary Coordinator	Back-up Coordinator
Weekly Diocesan News Email Blast	Bill Mous & Jane Wyse	
Monthly Diocesan News Digest Email	Jane Wyse	Bill Mous
Website – People in the News	Alison D’Atri	Bill Mous
Website – News	Bill Mous	Jane Wyse
Website – Events	Jane Wyse	Alison D’Atri
Website – Overall Content	Jane Wyse	Bill Mous
Facebook – Diocesan	Bill Mous	Jane Wyse
Facebook – Children Youth & Family Ministry	Sarah Bird	Jane Wyse
JUSTnews	Deirdre Pike	
LinkedIn	Bill Mous	Jane Wyse
Instagram – Children Youth & Family Ministry	Sarah Bird	Jane Wyse
Snap Chat – Children Youth & Family Ministry	Sarah Bird	Jane Wyse
Twitter	Bill Mous	Jane Wyse
Niagara Anglican Newspaper	Rob Towler	

Note: Submissions accepted by anyone through the coordinator.

Canadian Anti-Spam Legislation

Recent legislation to help combat the proliferation of spam messages requires all organizations that send “commercial electronic messages (CEM)” to obtain either the express or implied consent of the recipient. Most messages our churches send do not fall into the CEM category, but advertising for an event or fundraiser would.

The best practice going forward is to obtain express consent before adding people to a mass-distributed email. At the same time, implicit consent can be used to communicate with people who have been connected to ministries within the past two years (through membership, volunteering or a donation).

All messages – regardless of the consent mechanism employed – must also contain the following information: the sender’s identity and address along with either a telephone number, email or web address, and a clear unsubscribe mechanism which the recipient can use to withdraw consent. Many free newsletter services are available to help meet the requirements of the legislation, with MailChimp being the most popular.

For more information about CASL, check out this resource produced by the Diocese of Toronto:
<http://www.toronto.anglican.ca/2014/05/26/canadas-anti-spam-legislation-and-parishes>

Speaking to the Media

Before speaking to the media please contact Canon Bill Mous or Canon Alison D’Atri at the Synod Office. This helps us coordinate our communications and allows media inquiries of a potentially sensitive nature that may have wider implications to benefit from additional discernment from the Diocese. Any issues that may have larger diocesan and/or Communion implications or whose scope goes beyond the local or parish level are the exclusive responsibility and purview of the Synod Office.

Diocesan Website Login

All clergy and licensed lay workers have personal logins for the diocesan website. These logins are created by the Synod Office; parishes are not to create these profiles. The login gives you access to your personal profile, parish web page, vestry forms and the clergy resource area. For those involved in other areas of the diocese, for example, Synod Council, additional access may be granted.

Username/Password

Usernames are either firstname.lastname or your personal email address. Passwords are assigned. To login, go to the main page of the diocesan website and select “Login” at the top.

Personal Profile

Once logged in, your name will be on the right-hand side in the black strip at the top. Select the down arrow. Your options are Account Settings or Sign Out. Select Account Settings. “Edit my profile” will be at the top of the page. Here you can update Person Details (title, name, degrees, date of birth, gender, photo, spouse/partner, password), Home Contact (street, city, province, postal code, phone, cell, fax, email), and Work/Other Contact (phone, fax, email, email preference). Once updates have been finalized, scroll to the bottom and select “Save”.

Clergy Private

On the black strip at the top of the site on the left you will see “Clergy Private”. To enter this area select the down arrow, then “Resources – Clergy”. This area contains news and resources – education, human resources, etc. You also have access to a contact list in the same menu.

If you have difficulty logging into the website or have forgotten your username/password contact:

Jane Wyse	905-527-1316 x420
Senior Administrative Assistant	jane.wyse@niagaraanglican.ca

Social Media Guidelines

Social media are web-based tools for interaction that, in addition to conversation, allow users to share content such as photos, videos and links to resources. These are powerful tools that can enhance our pastoral and parish ministries. While the diocese is currently developing a social media policy, the following guidelines are useful best practices as you and your parish engage with social media.

- 1) Be respectful.
- 2) Maintain confidentiality.
- 3) Be honest and transparent about your identity.
- 4) Post accurate, concise and useful information.
- 5) Be consistent with the ethos of the Anglican tradition and our Diocesan Vision.
- 6) Monitor and update regularly.
- 7) Ensure that whoever is in charge of digital ministry has access to and invited to participate in program planning and decision making.
- 8) Authorize at least two people to administer social media accounts.
- 9) Establish a clear review-and-approval process for posts and a general framework for what sort of posts the administrators may create without prior approval.
- 10) Be mindful of personal vs. professional content when creating posts.