

Community Council Events & Announcements: Guidelines for Blog Distribution

Effective: in review

Purpose Statement		
<p>The purpose of these guidelines is (1) to ensure that blogs to members and appropriate others are relevant, informative, and limited to job-related meetings, events, and opportunities; and (2) to provide direction for the elimination of blogs that are irrelevant, unnecessary, or inappropriate. Events promoted should occur in Alamance County.</p>		
Question	Answer	Example
<p>1. What types of announcements may be considered for email distribution?</p>	1.A. announcements of meetings of Community Council or its committees	The next Community Council meeting is announced.
	1.B. announcements of relevant public meetings for community council members	Community Council members are sent a notice about a meeting affecting their funding.
	1.C. announcements regarding new services or changes in services/personnel from non-profit organizations in Alamance County	A non-profit agency offers a new service or a major change in its service hours.
	1.D. announcements of special events conducted by non-profit organizations in Alamance County	A non-profit agency is planning a special information meeting or a health fair open to the public.
	1.E. announcements of fund-raising sales to benefit non-profit organizations	A business, church group, or other organization is holding a bake sale to benefit a non-profit agency.
	1.F. announcements offering free goods or services to non-profit organizations, when acceptance of the offer is not contingent upon any purchase of other goods or services	A business or other organization offers to donate a piece of furniture, a copier, or a service such as legal counseling to a non-profit agency
	1.G. announcements of grant opportunities of relevance to Community Council agencies	Community Council members are sent a notice about a grant opportunity.
	1.H. announcements of job openings within Community Council/UW agencies	An agency announces a vacancy.
<p>2. What are some types of announcements that will <i>not</i> be considered for blog distribution?</p>	2.A. advertisements to benefit a for-profit business	A business is offering a 10% discount to United Way-affiliated agency employees.
	2.B. virtually identical announcements for the same event that have been made more than twice	After the second announcement of an event, an agency requests to have the same announcement made a third time.
	2.C. announcements more than four times a year for an ongoing monthly activity	The agency holding a bingo benefit every month requests a monthly announcement.
	2.D. announcements that are more than one page in length	A college wants its entire course schedule sent out via email.
	2.E. announcements of a personal nature [Exception: An announcement regarding a Community Council agency employee, where the announcement affects the agency's normal business operations, may be considered "job-relevant."]	<p>An agency employee wishes to announce his upcoming marriage.</p> <p>Example of exception: An agency employee leaves the agency or passes away.</p>

	2.F. announcements that, in the judgment of the United Way Director, are not within community standards of decency or that have the potential of inciting the community in a negative way	A person or group wishes to have a message sent to the agencies of the Community Council email list, and the message is likely to be considered offensive, divisive, or unconstructively controversial by the community.
	2.G. announcements endorsing a political candidate or party, or “newsletters” from such candidates or political parties	A senator wants his newsletter distributed to the email list.
3. What should be the format of a blog announcement?	Announcements for consideration must be submitted through the Member Upload form under Community Council updates on the United Way website (www.uwalamance.org). No hard copies. Announcements should include this information: (1) The organization Name (2) A Contact Name (3) An email address (4) A very clear title (5) A Category (6) Details of the announcement	(#1) ACC is having a bake sale (#6) to benefit United Way. (#2) Everyone is invited to attend the event, to be held on (#4) ACC’s Burlington Center on (#3) Saturday, April 1, 2008, from 1am-5am. Pies, cakes, and cookies will be (#5) on sale. (#7) For more information, contact Bettie Boup at 555-5555.
4. Who will determine whether an announcement is distributed by blog?	The President of United Way or his/her designee will determine whether emailed announcements will be distributed, based on the guidelines. If a designee has any question about the appropriateness of distribution, a final decision will be made by the President of United Way.	The designee is unable to determine whether a specific “gray area” email should be distributed. The matter is referred to the United Way President, whose decision is final.
5. Who is responsible for the accuracy of the content of the blog announcement?	The originator of the blog content is responsible.*	UW is asked to disseminate information about a community event for which there is a fee. The advertised fee is incorrect, and the announcement does not accurately reflect the purpose of the event. Since UW did not create the announcement, UW is not responsible for its content.
6. May UW correct obvious grammatical or factual errors?	With permission, United Way may correct the document or may return it to the originator for corrections.	An agency blogs a notice with the wrong location or date.

“United Way and Community Council are not responsible for the content of this blog or for any attachments to it. The content is solely the responsibility of the originator.”

Please go to www.uwalamance.org and scroll down to Community Council Updates. Click on Member Upload to complete your blog form.