

Brockville Concert Band

Website / Social Media / Email Guidelines

Objective:

Promote “one-stop shopping” for information, avoid duplication, and provide consistent and accurate information related to the BCB.

Website:

- target audience: 1) current and prospective members, and 2) the public
- “static” information – updated as needed: BCB administrative documents, archival/historical background
- “fluid” information – updated weekly: rehearsal changes, notices to members, current repertoire, BCB events
- minimal linkages to other groups/websites – narrow focus on BCB
- hosting provided by the Canadian Band Association (Ontario); Michel LaBonté is the BCB contact
- hard-copy information re: FTP account, password, invoice etc. is in the BCB Music Library binder

Social Media:

- target audience: 1) the public, and 2) current and prospective members
- “fluid” information, especially specific “promotional” information about BCB performances
- info/links to other Brockville & area arts-related events and groups as appropriate - broader focus on arts community
- not used as a regular means of communication for BCB members; remind members to check the website for notices, rather than duplicating notices

BCB email distribution list:

- specific to current BCB members; could include past members who have asked to remain on the distribution list
- messages go through the BCB Executive Committee, which keeps accurate and up-to-date email distribution list

BCC must be used for the distribution of all email messages:

- Our email list is confidential and for BCB business only.
- We are responsible to our members for our use of their email addresses.
- We have an obligation to be aware of and to follow regulations concerning use of a person’s private email address. Also, we must be sensitive to the fact that some of our members are minors.
- We are responsible for determining that the material in the message is not offensive. Forwarded emails might include attachments, viruses, words that were unintended but not deleted.

March 20, 2020