RBSA Communications Guidelines

- Email 'blasts" to entire RBSA membership
 - Managed by RBSA Admin Assistant (AA)
 - Requests can be initiated by the Club Manager, Admin Assistant, or any Trustee
 - Where possible, requests for email blasts should be submitted at least 5 days prior to desired distribution date
 - Email address lists for members are considered private and are not to be shared with any other individuals or organizations
 - Members are responsible for ensuring that their email addresses in their member record is correct and up to date
 - Topics of general interest to all members; For Example:
 - Event announcements open to all
 - Club newsletters
 - Reminders (Club policies, event registration, etc)
 - Updates on operational/organizational matters
 - Frequency of email blasts should be kept to the minimum necessary
 - No more than 1 per week in season
 - Exceptions where justified
 - Content should be clear, concise, and grammatically correct
 - Appropriate topic(s); no personal attacks nor promotion of special interests; no selling of personal property
 - Subject to review and editing by RBSA Admin with guidance from Marketing and Communications Committee, if necessary
 - Final draft signoff by author before publishing
- Electronic Invoices to individual members (Handled by Bookkeeper via QuickBooks)
 - Invoices are emailed to members utilizing email address on the member's account record in QuickBooks which must be kept in sync with the email address in member's record as listed on the web site data base. (The web site generates an email to Webmaster for any additions/changes; this email is forwarded to the Bookkeeper who will have to make the appropriate updates to the QB data base to ensure that email addresses stay in sync,)

■ The Administrator and Bookkeeper should do a periodic "conforming" between the RBSA Member Data Base and the QuickBooks account data base to ensure that email address changes have been made in both systems.

Group Collaboration

- Option 1: Groups I/O: An email based collaboration tool allows an individual in the group to connect with other members in the group via an email "blast" to all members in their group.
 - Emails are only sent to other members of the group; members may respond directly to sender via Groups I/O or directly.
 - Participation is voluntary; members can opt in or opt out at any time
 - Email exchanges are monitored by a designated administrator. Email
 content is subject to review and approval to ensure compliance with
 Group I/O Guidelines (e.g. no personal attacks, political commentary,
 obscene language, no business marketing, etc.)
 - Selling or looking for boats or boat parts
 - Looking for crew or looking to crew
 - See Group I/O Guidelines for more info.
- Option 2: Custom Group Email lists: Can be set up and maintained by any group leader for the express purpose of communicating with everyone in the group. Examples would include the Board Members, racing fleets, work groups and other committees. Email author should use BCC (blind copy) for one way communication when no cross-group conversation is desired. Otherwise, recipient should use their discretion when to reply on to sender or "reply all" to all recipients
- Option 3: Text Messages: Group leaders are free to set up text threads with their constituents for cross group communication/conversation. Texting is especially helpful for making time sensitive messaging (e.g. cancelling an event, changing a meeting time, etc.). Cell phone numbers should not be shared outside the group and text messages should be limited to subject matter that pertains to the group's activities.
- **Social Media**: RBSA's social media accounts (e.g., Facebook, Twitter,) must be set up and managed under the supervision of the club's Administrative Assistant. Content should be kept timely and reflect well on the club
 - Facebook
 - o Twitter

Web Site Notifications

o Posting of notices on the web site are managed by the RBSA Administrative Assistant

- Requests can be initiated by the Club Manager, Admin Assistant, or any Trustee
- Subject to review and editing by the Admin Assistant with guidance from Marketing and Communications Committee, if necessary
- Notices should only be posted on the web site for several weeks and removed from the web site at the conclusion of an event or when no longer relevant
- No more that 2 notices on the home page at any point in time.
- o Topics of general interest to all members as well as the general public, such as:
 - Event announcements
 - Events that are restricted to active members only should be noted on the notice
 - Reminders (Club policies, event registration, etc.)
- Notices should be clear and concise (1 or 2 sentences)
 - Documents with additional information can be linked to the notice for review/ downloading

Member Surveys

- Surveys may be conducted from time to time to provide guidance for making planning decisions.
- Surveys should be short (less than 10 to 15 minutes to complete) and should be open to all active members.
- Survey content should be developed in collaboration with the Marketing and Communications Committee. Final versions should be reviewed with the Board of Trustees.
- Individual survey responses will be kept confidential and summarized findings should be published via the web site.

• Member Communication to Governance

- Members may use the contact form on the web site, adding "Attention: RBSA Board" in the subject line.
 - The RBSA Admin Assistant will forward the contact "form" to the current Board of Trustees. Sensitive matters may be sent to the Commodore or Vice Commodore as confidential, when appropriate.
- Communications from non-members (via "Info@rbsa.org" or web site contact form)
 - All incoming emails addressed to Info@rbsa.org go to the RBSA Admin Assistant who will
 determine the appropriate person in the organization for response/action.