



ACBL DISTRICT 17 COMMUNICATIONS

COMMUNICATIONS POLICY

D17 may use personal information to contact you through newsletters, surveys, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving the D17 newsletter generated through Constant Contact or D17 emails generated through Pianola Limited via the unsubscribe links.

Contact the Communications Chair at cndyshoemaker@yahoo.com or the District President at grtscot@gmail.com with questions or concerns.

The opt out policy can be accessed by clicking “Privacy” located in the footer of the D17 website www.acbld17.com

COMMUNICATIONS COMMITTEE

The Communications Committee supports the internal and external communications priorities of the District.

The Committee will:

- Produce and disseminate a newsletter.
- Manage subscriber lists.
- Manage social media platforms.
- Oversee District Pianola communications.
- Maintain a website.

DISTRICT NEWSLETTER

The District will publish a newsletter to promote its regionals and sectionals, grass roots events, STaCs and NABCs held within its boundaries. District election news, grant and educational opportunities, recognition of goodwill ambassadors, new life masters, Mini-McKenney and Ace of Clubs (F2F and virtual) winners and news deemed of interest and importance to membership will be reported.

The newsletter, the *D17 Bridge Buzz*, is produced bi-monthly in January, March, May, July, September and November.

It is electronically disseminated to subscribers and to District Unit Web Masters for requested posting. It is posted to the District website and to the District social media outlets.

Articles and photos of digital quality must be submitted to the editor 10 days prior to the publication date, generally the first of the month.

Photo criteria:

File size: Less than 1 MB. File type: .jpg, .png or .gif.

The District newsletter does not include advertising.

SUBSCRIBER LISTS

D17 membership rosters, segmented lists of membership and lists of club managers and teachers within the District are periodically requested and received with permission from ACBL. A list of subscribers to the District newsletter, who may not be ACBL members or members of D17, is maintained. Those who have unsubscribed to the District newsletter are periodically sent emails inviting reinstatement.

SOCIAL MEDIA ADMINISTRATOR

The D17 Social Media Administrator coordinates with the District Board Liaison to post content to the District's social media platforms, currently Facebook.

Administrator: TBD.

Board Liaison: TBD.

PIANOLA COMMUNICATIONS

D17 maintains a Pianola account to support the communications efforts of D17 Units that host regionals, and to promote D17 grass roots events, STaCs and membership/educational initiatives.

NABCs held within the District will be supported; however, the District will not incur the cost.

One free email communication for full regionals shall be sent to ACBL members who reside within a 500-mile radius of the tournament locations.

One free email communication for I/N regionals shall be sent to D17 members who are non-life masters with 750 masterpoints or less. All or specific Units may be selected to receive the communication.

Procedures:

Tournament Chairs shall work with the D17 Pianola Coordinator to create the email communications and shall copy the Communications Chair on all correspondence.

The Pianola Coordinator shall receive: A PDF of the ACBL approved tournament flyer, highlights of the event, room reservation links and deadlines and contact emails. An email delivery date shall be specified.

The Pianola Coordinator will create the communications, send the communications to the Tournament Chair(s) for approval and disseminate the communications based on the specified agreed upon delivery dates.

A Pianola calendar will be maintained.

The District Treasurer will be alerted when Pianola credits need to be purchased to ensure that the account is maintained and that the appropriate number of emails are purchased at the most economical cost.

Additional requests to send communications using D17 Pianola credits must be approved by the District Board.

The Communications Chair, the Pianola Account Administrator, the District Treasurer and the District President will have access to the Pianola account.

WEBSITE COMMITTEE

The Website Committee maintains content, ensures the quality of content and administers the system and features of the site.

Composition:

The Committee consists of Liz Hamilton, D17 president; Cindy Shoemaker, communications chair; Lisa Geiger, website assistant; Jerry Keeran, Pianola administrator, JoAnne Lowe and David Baglee, tournament calendar and Sharon Smith, education chair.

Duties and Responsibilities:

- . Update content and photos in a timely manner.
- . Ensure accuracy and continuity.
- . Respond to inquiries.
- . Review analytics.
- . Monitor performance and report issues to the developer, GSM, for action.
- . Renew domain name and SSL certificate.
- . Manage archiving.

Access:

The Website Committee and GSM have sole access to the website. Each Committee member has volunteered to maintain a particular area or areas within the site. Committee members have been trained by GSM to perform basic content, calendar and photo updates. Training has been provided free of charge.

Per Board approval, GSM hosts the site, provides site maintenance and one hour of content updates for a monthly fee of \$50. Pages added to the site will be billed at a per page rate of \$60. Additions under the umbrella of functionality will be priced separately.

Point of Contact:

D17 Board members should not contact the developer. Questions and requests that require structural/functionality changes to the website should be directed to the Committee Chair and the Committee should be copied.

Board Participation:

The Website Committee welcomes Board suggestions regarding content, layout, structural and/or program modifications/enhancements. The Website Committee will review suggestions on a periodic basis. Structural and layout changes will be presented to the Board for discussion and approval.

The Board is encouraged to check the website for grammatical errors or content inaccuracies and to notify the Communications Chair for correction.

Photos:

All Board members shall seek digital quality bridge-related photos with captions and to email the photos to the Website Assistant while copying the Communications Chair.

File size: Less than 1 MB. File type: .jpg, .png or .gif.

Data Retention and Archive:

The past D17 website (2010 - 2020) is backed up and stored on a server. This includes educational materials and digital editions of the *Scorecard*.

The current D17 website (2020 -) is backed up (ongoing) and stored on a server.

The current website includes:

D17 minutes: 2020 to present.

D17 Buzz: 2020 to present. Archived in Constant Contact.

Grant program recipients: 2016 to present.

Region 10 National Director reports: 2020 to present. Archived in Constant Contact.

District Goodwill ambassadors: 2011 to present.

New Life Masters: March 2021 to present.

Photos will be removed when appropriate and stored if deemed necessary.

Defined Roles

Liz Hamilton
Cindy Shoemaker

Contact page/inquiries	NABCs	Board page
Bylaws		

Cindy Shoemaker

Analytics	Functionality - links and search	SSL certificate/domain renewal
Archive and data retention	Logo placement	ACBL member sign up
ACBL Charity Foundation page	National Board content	New Buzz subscriber letter
Footer content	Tournament banners	

Cindy Shoemaker

Lisa Geiger -- thelisageiger@gmail.com

Photos	In the News	Buzz Newsletter placement
Inspiration	Recognition/new life masters	Minutes/documents
About introductory content	Goodwill Ambassadors	Races

Sharon Smith -- sharon@spatialsolutionsgroup.com

Teachers list	All Western NiteClub	GNT page
Learn/Education	Club list	STaC page/STaC flyers

JoAnne Lowe -- pnutlowe@cox.net
David Baglee -- davebaglee@comcast.net

Google tournament calendar		

Cindy Shoemaker
Kitty Larson -- kittysocceretc@gmail.com

Grant page/application	D17 Election	

Cindy Shoemaker
Julie Clark -- jclark9811@comcast.net

D17 NAPs		

Updated: March 2024