



Nova Scotia Provincial Council
Catholic Women's League of Canada
Communications Communique # 01
One Heart, One Voice, One Mission
(Together We Serve)

To: Diocesan Counterparts (*For distribution to all parish councils*)
From: Carol LeBlanc, Nova Scotia Provincial Communications Chairperson
Date: September 26, 2016
Copied: Provincial President, Peggy MacNeil and Executive (for information)
National Chairperson, Shari Guinta (for information)

With the chill in the air it is not hard to tell Fall has arrived. We all know once that happens all levels of the Catholic Women's League are also preparing for the many events planned for the coming year. I too am feeling the excitement and look forward to working with my Communication counterparts.

I am including "Facebook Guidelines" created by Fran Lucas before passing Communications to our new National Communications Chair, Shari Guinta. Please post on your websites as well as forwarding to all parish councils.

God Bless
Carol

Council Facebook Guidelines

Councils are engaging through various social networking sites and Facebook is finding a prominent role in that list. Recommendations for use of and subsequent monitoring of a Facebook page for parish council should include/observe/practice the following:

Do:

- Request written permission if the council intends to use the League logo.
- Assign one or two administrators to moderate the account and post messages.
- Be respectful of the League and its members.
- Know your members and tailor content to their needs.
- Engage your members. Ask for feedback, ask questions, communicate with them, etc.
- Reply to questions as quickly as possible.
- Use a recognizable profile picture.
- Promote the League through your own contacts. Follow others first, comment, like, etc.
- Keep posts brief, timely and concise.
- Compose posts carefully and thoughtfully. You do not want to offend or harm the reputation of the League.
- Proofread and be sure material referenced is accurate before publishing.

- Vary your posts (text, links, photos, videos, etc.) and vary your content.
- Post at strategic times during the day based on your audience. Facebook posts should be limited to one or twice per day to encourage engagement.
- Share posts and information relevant to your members from the national Facebook page.
- Tag other people and businesses when mentioned in photos, text posts, etc., but be considerate of those you are tagging. Be courteous and ask permission first.
- Be aware that individual members do not speak on behalf of the League.
- Be sure to indicate when views are personal, and not the League's.
- Periodically update the "About" page.

Don't

- Post private matters on a public wall. Use private messaging.
- Overshare/Overpost.
- Abuse hashtags.
- Oversell/overmarket.
- Let your page become dormant.
- Use Caps Lock.
- Repeat the same post.