

CREATED ON 11/11/2011
REVISION NO: 0

CREATED BY: AM SHALOM
REVISION DATE: / /2010

POLICY STATEMENT

To ensure consistency in the type, (internal and external) format and content of electronic, website, voice and data used to communicate with Am Shalom members, Board Members and external contacts!

Member e-mail addresses held by the synagogue will not be used by Am Shalom to promote members personal or business marketing or advertising. This policy also applies to the Am Shalom website and Allcom Audiogram messages to members. For **third party event advertising** or any other information received on Am Shalom e-mail, content of which relates to Jewish information or Israel related matters or other not for profit events that might of interest to the Am Shalom membership, will be first reviewed by the Board President for approval to include in the weekly newsletter or to be included as a link on the Am Shalom website. **Outside advertising on Am Shalom property** i.e. sandwich boards or any other no- permanent signage is prohibited with the exception of Am Shalom tenant/lessee advertising which must be preapproved by the Board of Directors before installation. Am Shalom's Outdoor Sign is used to advertise events sponsored by Am Shalom and upcoming service times. Third party advertising is prohibited.

Types of MEDIA included in this policy are:

- E-mail communication – Member e-mail addresses - including weekly e-newsletter to members, friends and supporters
- Voicemail communication
- Website content
- Bulletin board flyers
- Outdoor signage

PROCEDURES:

E-MAIL COMMUNICATION

E-mail received in the office is monitored three days a week. E-mails with no significance or relevance to the synagogue are deleted. Junk Mail is operable in the e-mail system and automatically moves irrelevant material to that folder.

E-Mails received in office relating to:

- URJ bulletins or reports - forward to Board
- B'nai Brith security bulletins - forward to Board
- Jewish National Fund - discretionary – forward to Board if applicable
- CCRJ - forward to Board
- Bar Mitzvah inquiry - forward to Rabbi and Ritual Director
- Cemetery inquiry - forward to Ritual Director
- Third party information that may benefit members – forward to President for approval to forward

VOICEMAIL COMMUNICATION

Voicemail is monitored three times a week when the office is opened. Messages are listened to and written down in a telephone message book. Calls are returned right away or message is relayed via e-mail to Board member who is responsible. Voicemail greeting is changed at the beginning of every week to include service times for the month. At the end of the week the greeting is changed to include the **option for callers with an emergency to use the Am Shalom Emergency voicemail system in the event of a death or serious illness in the family**. The Rabbi and ritual Director will be notified through the system that a message has been deposited in the mail box and requires immediate action.

The Allcom voicemail system is set up to send out audiograms to all members in the event of any unforeseen service or religious school cancellations that cannot be communicated by e-mail. The Allcom system can also be used to announce relevant synagogue large fundraising events. Prior approval by the President or Treasurer must be obtained prior to sending. **Training is required to send audiograms however an instruction sheet on how to access the system, prepare and send an audiogram is posted on the office bulletin board for easy access or can be found in the Allcom file in the administrator's desk.**

WEBSITE CONTENT

A member of the synagogue is Webmaster and updates and changes the Am Shalom website. The webmaster also adds events and services to the website calendar. The office administrator communicates with the webmaster any e-mail material relevant to the members for inclusion on the website.

BULLETIN BOARD FLYERS/ADVERTISING

All flyers must be submitted to the administrator before placing on the Am Shalom bulletin board or taped to the entrance doors or office door.

OUTDOOR SIGNAGE

The outdoor signage is used to advertise service times and synagogue events. The administrator is responsible for arranging sign change with custodian when necessary.