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REFERENCES:

District 9800 Club Administration Guidelines Manual 2014

<http://www.rotaryd9800.org/images/D9800ClubAdminguidelinesmanual.pdf>

- Policy for Electronic Communications
- Privacy of Information Policy
- Social Media Engagement Policy

District 9800 Rules and Statement of Purposes of Rotary International District 9800 Inc 2014

<http://www.rotaryd9800.org/images/RotaryD9800Rules.pdf>

PURPOSE:

The purpose of these complementary guidelines is to:

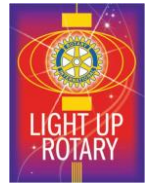
- a. assist in timely, coordinated, professional and effective communications with district 9800 clubs by the District Leadership Team (DLT),
- b. highlight privacy and compliance requirements,
- c. outline a consistent approach to communication,
- d. optimize district communication traffic to clubs, and thereby
- e. maximize club engagement with district communications.

INTRODUCTION:

As part of its effort to assist district facilitate communication with Rotarians, Rotary District 9800 collects personal information about Rotary clubs, committees and members to be used solely for the purpose of conducting Rotary business activities.

This information is for the sole use of Rotarians within District 9800 and other Districts of Rotary International. It cannot be used nor extracts copied for any purpose other than which it is intended, without permission, in writing, from the District Governor or District Secretary.

District 9800 is committed to protecting the privacy and confidentiality of personal information.



COMMUNICATION GUIDELINES:

In order to keep communication relevant and to have the attention of recipients, it is important to not overload clubs with e-mail correspondence. Accordingly:

- District wide communication to club presidents and secretaries is to be authorised and released only by the District Governor (DG) or District Secretary.
- District directors and district avenue of service chairs may communicate district wide to club counterparts (district committee communication must be authorised and through the district director/service chair).
- Clubs may communicate freely with all clubs and presidents within district 9800 clubs on any and all Rotary or club matters. Care should be taken to avoid unnecessary and duplicated communication.
- Any desired communication regarding club events and fundraising activities to clubs outside of District 9800 should be approved by the respective DG's in advance.
- DLT, district committees, clubs, and members should adhere to the referenced documents and Rotary International policy.

Should any club or member become involved in a situation which gains negative attention of the press or other media, the club president must inform their Assistant Governor (AG) at once who will then advise the DG. The DG will, in conjunction with the affected club, the AG and the appropriate district director(s), develop and implement an immediate communications plan.

GUIDANCE:

All official and formal correspondence:

- must include 'Rotary -' in the subject/heading,
- must include a subscription including your name, Rotary position and contact details,
- sent to presidents and secretaries should be copied to Assistant Governors (AG's),
- should comply with the requirements of referenced documents, and
- should only be sent to group email addresses (e.g. dltdistrict9800@rotarydistrict9800.org) which have been established to provide security of personal email addresses.

General Considerations:

- Avoid large attachments.
- Use 'Networker' to communicate all routine and general information: it reaches most Rotarians and avoids unnecessary re-distribution of information within clubs.
- Utilise district 9800 website for major projects and events (e.g. district assembly)
- Avoid unnecessary/duplicated email communication.
- All formal communication should be to professional standards.
- Personal email addresses should be avoided in broadcast emails (if necessary use 'bcc' if sending to personal email addresses).
- DLT members are responsible for the safe-keeping and privacy of their respective data bases.