

Communication Committee Guidelines

As of February 28, 2023

Email Communication

PFLAInfo@Yahoo.com handles all incoming emails to PFLA from both members of PFLA and outside nonmembers. The site is monitored by a Communications Committee member who forwards questions and inquiries to the appropriate committee or staff person who can handle them. It is then the responsibility of that committee or staff person to follow up.

PFLAInfo is monitored at least once a day by the designated committee member.

MailChimp is the email program used to generate The Spray, PFLA's weekly newsletter, produced primarily during the summer season.

MailChimp is also used to generate occasional, important emails to members and subscribed nonmembers. Subscribers may include former members or family of members with an interest in PFLA. Subscription is not available to the general public. Requests for email blasts are usually generated by Board members or committee chairs. Requests for a blast from individual members are granted (or not) at the discretion of the Communications Committee Chair and/or the committee member managing MailChimp.

MailChimp blasts can be generated by the same committee member handling PFLAInfo or another designated committee member. Additional committee members are trained to use MailChimp for backup.

The Spray

- The Spray is PFLA's weekly newsletter produced primarily during the summer season—from the end of June through Labor Day.
- Committee chairs and others provide the editor/s with content, which is edited and distributed using MailChimp.
- News and information is limited to those events and activities produced by PFLA members for members. The editor/s have final say (along with Communications Committee chair) about what is ultimately published.

Yearbook

The PFLA Yearbook will be compiled digitally each year beginning with our 100th Anniversary in 2022 as a recap of the changes and events that have occurred at PFLA over the past 12 months. It will include a record of board members, major changes, photos of new members and remembrance of those who have passed away. Photos and stories of events and activities held by the membership throughout the year also will be published. This will be posted on the PFLA member webpage prior to the start of the new season each year beginning in March/April of 2023.

Website

One member of the Communications Committee is responsible for oversight of www.pfla.org. The manager will ensure the website is maintained in an attractive, relevant and accurate manner. They will work with and advise the chair and the committee on the website's style and content; monitor access of contributors; monitor payment of the platform (WIX) and hosting service (GoDaddy); develop forms as requested; monitor desktop and mobile modules; manage and maintain communications via the Gmail account and associated groups; monitor the PFLA Bulletin Board as necessary; and provide website lessons/tutorials as needed.

Photos, graphics and any images used on the website (The Spray and any other PFLA communications) must be used with permission or owned by PFLA members.

A second member will offer advice on content, placement, and overall website appearance, bringing their suggestions to the committee on a regular basis, working closely with the manager to ensure content is kept up to date.

Directory

- The directory holds all demographic information for members of a membership. This includes address, phone number and email address.
- The directory is updated throughout the year and is published each year in June and occasionally at other times if there are significant changes.
- The directory is in a PDF format and we are expecting to launch a digital format with photos in 2023.

Gmail Calendar

- PFLA events are added to the Gmail shared calendar as they are scheduled. This calendar is also posted live to the PFLA website.
- Members can add events to the calendar by emailing PFLAinfo@yahoo.com. The member should include a description of the event, the location, and the time and date. Attachments, such as formatted flyers, can also be included within the calendar.
- Events from The Spray and other PFLA communications may be added to the shared calendar.
- One committee member is responsible for maintaining the Gmail calendar.