

Communications Procedures Manual

Responsible for communicating pertinent CAP information to community members through the use of the Palisadesonthesevern.com WIX website, palisadesonthesevern@gmail.com, Palisades Park Bulletin Board, seasonal CAP Newsletters, Blogs, Event Flyers, Surveys, Evites, and neighborhood letter boards.

Responsibilities include:

Palisadesonthesevern.com WIX Website Communication

1. Update and maintain content on the Palisades website including information posted in About Us, Get Involved, News, Events, and More. The VP also has a role in ensuring the content is complete and accurate, as per the By-Laws. The Social Committee is responsible for maintaining the Pavilion Rental calendar and affairs.
 - a. About Us: CAP BOG and media pictures.
 - b. Get Involved: Book Club, Bay Wise, Oyster Garden, and Watershed Stewards.
 - c. News: Blogs (after 6 weeks, place in “trash” file). Current CAP Documentation (By Laws & Procedures; Newsletters, General Meeting Minutes, Board Minutes, Treasurer Reports, Budget & End of Year Fiscal Reports [1 year listing] and Community Interest Items).
 - d. Events: Events occurring within the next 2 months with a link to registration for the Event. The Social Committee is responsible for creating the Evite which elaborates event flyer information. When deemed necessary by the Social Committee, an event flyer can also be distributed by hand and email.
2. Add Communication Committee members as Blog contributors/editors, etc., to the website. Assign name and permission level and Send Invite.

Instructions on how to edit WIX website:

To create a PDF format of your file BEFORE uploading file to the Palisadesonthesevern.com website such as Treasurer reports, Meeting Minutes, and Newsletters: (using Newsletter.Nov2020 as an example)

Go to the CAP google drive

CAP/2020/Newsletters

Open the file (click on it) that you would like to change to a PDF format (Newsletter.Nov2020)

Once file is open, click on “File”, located on the upper left toolbar

On the “File” drop down menu, Click on “Download”, then on its dropdown menu: click on “PDF Document (.pdf)

When “file created” appears, click on it to open the .pdf formatted file you created. (Newsletter_Nov2020.pdf)

Using the arrow down key, at upper right, download the file to your computer directory (which will pop up in another window). Remember this file name/ location because you will need it later.

Exit out of the pdf file and return to the CAP/2020/Newsletters directory

Click on the +NEW (left side of screen) and click “File upload”

In your computer file directory that pops up: You will need to put your file name in the computer file search box and when it comes up, click on it and it will upload to the CAP directory.

You will see your .pdf file uploaded in the directory. (ex.

Newsletter_Nov2020.pdf)

This is the file you want to transfer to the website.

To transfer .pdf files to the Palisadesonthesevern.com website (using Newsletter_2020.pdf as example)

Sign in <http://users.wix.com>

Login

Pswd

Login under palisadesonthesevern@gmail.com. If you are logged into your personal email, WIX will not come to the correct screen for editing.

Click on “My Sites”

Check box and dbl click on C.A.P. site

Site Actions

Edit Site

At top left toolbar: PAGE: , click for drop down menu (the menu continues on further than shown on page).

Click on “News”

Scroll down to Newsletters location

Click media icon on left side of page

“Upload your media”

Click on google triangle (or “computer” if the file doesn’t show up on google drive for some reason).

Connect google drive

Palisadesonthesevern@gmail.com

Allow

Dbl click CAP and additional files to get to the location of your file

Find the .pdf file you created and click on it

On the bottom right toolbar, click on “Upload Selection”

Your file should be highlighted now.

Click on “Add to page” bottom right bar.
You’ll see the file in the newly opened media window.
Click on it with the left side of your mouse held down and drag the file onto the area on the web you want your file to be. In this case, Newsletters.
Click on the .pdf file you just uploaded and click on the settings icon (cog)
Click on “show the title”
Change file name to correspond to the file names on the web by typing it in the “what’s the title” window.
Exit out of the settings window.
Move and resize the file using the highlighted markers and box around it.

Be sure to hit “Finish” or “Publish” (top right of screen) after ending your changes to assure your changes get published. The auto save is on so your work will be saved, just not published without hitting the Finish or Publish icon.

To edit Palisades Website for Blogs, Events, About Us, etc.

Sign in <http://users.wix.com>
Login
Pswd

Login under palisadesonthesevern@gmail.com. If you are logged into your personal email,WIX will not come to the correct screen for editing.

Select C.A.P. site
Click on “Editor” for C.A.P. site
To manage Roles and Permission, click the people icon next to Site Actions.
To edit Blogs: Left menu “Blog”
To edit Events: Left menu “Events”
or
Once in “Edit Site” you will see the home page of Palisadesonthesevern.com
Use the “Page: “ top tool bar for drop down bar of editing options or use the left side of the page icon listing.

Be sure to hit “Finish” or “Publish” after ending your changes to assure your changes get published. The auto save is on so your work will be saved, just not published without hitting the Finish or Publish icon.

Gmail Palisadesonthesevern@gmail.com Communication

1. Manage the account
 - a. Together with the President, maintain the Palisadesonthesevern@gmail.com google account and email settings.
 - b. Together with the Membership Committee, maintain an email distribution on the palisadeonthesevern@gmail.com account for CAP membership, i.e. CAP_ALL
2. Manage, administrate, and forward CAP received email to the appropriate people along with the help of the President and Committee Chairs.
3. Together with the President or others wishing to send messages to the membership, craft communications to be emailed outside of the periodic newsletters including Blogs and neighborhood notifications.
 - a. Send said email:
 - Gmail.com
 - Login
 - Pswd
 - To: Palisadesonthesevern@gmail.com
 - BCC: CAP_ALL

Community Bulletin Board Communication

1. Maintain up-to-date CAP postings on the Bulletin Board.
 - a. Maintain posting of current CAP Guidelines.
 - b. Maintain posting of current CAP Calendar of Events.
 - c. Remove non pertinent information.
2. Periodically clean the Bulletin Board and keep in good condition, reporting to the maintenance committee any needs for repairs.

CAP Newsletter Communication

1. Create, copy, and distribute Seasonal CAP Newsletter with the following recommended sections:
 - a. Introductory picture and seasonal welcome
 - b. CAP Calendar of Events: Annual listing of CAP Events with associated dates
 - c. Upcoming Events: Further explanation of CAP Events followed by a listing of other local ones.
 - d. Neighborhood News: Report neighbor news regarding significant life occurrences such as death, birth, significant anniversary, graduation, new to neighborhood, moving from neighborhood, etc. Include a picture when appropriate.
 - e. Neighborhood Clubs: List and define clubs. Include additional information associated with the clubs, i.e., book review, free classes, special interest, etc.

- f. For the Kids: Include a fun neighborhood challenge and/or event for kids up to age 18 or for the entire family.
 - g. Severn River News: Include information from Severn River nonprofits and any local news regarding the river.
 - h. CAP Business: Become a Member, Member Benefits, Surf the Website, What's New(s)!, Pertinent information from BOG meetings, Pertinent information for/from CAP General Meetings, and Committee Chair reports when applicable.
 - i. Advertisements: Business cards (\$25) and Shout Outs (\$15) with income to Communications Committee to assist with the cost of newsletter distribution.
 - j. CAP Officers
 - k. BOG Members
 - l. Committee Chairs/Members
 - m. Contact information (website and email address)
2. Print Newsletters
- a. If possible, ask a local resident to copy the newsletters for distribution.
 - b. Contact Best Value Copy at bestvaluecopy.com or 1-888-307-4570 or other competitive printing company.
For Best Value Copy
Email palisadesonthesevern@gmail.com
Pswd CAPBOG
- or
- c. Purchase a set of ink and paper to use specifically for Newsletter and other distributions.
3. Distribute Newsletter to all neighbors listed in CAP Distribution Guide (defined below).
4. Deliver newsletters quarterly based on the CAP Calendar of Work
- a. Hand deliver: CAP/Procedures/Membership/PaperNotices_DistroGuide, lists addresses for hand delivery of newsletters. Addresses are broken down to each subsection (3) along with addresses to be mailed through the post-office.
 - b. One week after hand delivery of the newsletter, email a copy to each resident.
 - c. Email to all members and post on website as a PDF:
Gmail.com
Login palisadesonthesevern@gmail.com
Pswd
To: Palisadesonthesevern@gmail.com
BCC: CAP ALL
Subject: CAP Newsletter
Write a blurb for introducing newsletter
Attach: latest PDF copy
Post in the Newsletters section of the "News" page on the website as per the website editing procedures above.

- d. Provide revisions to the email and address distribution list to the Membership Committee for update. (any emails or mailed newsletters).
- e. Provide receipts from cost of printing and postage to the Treasurer for record keeping and reimbursement.

Blogs, Event Flyers, Surveys, E-vites Communication

1. Blogs are written, stored and removed on the palisades website in a timely manner. Blogs contain information about current events within the neighborhood that encourage or enlighten. Blogs should be removed after two months.
2. Event Flyers are developed at the request of the Social Committee, printed, and distributed to all neighbors within the neighborhoods of the Palisades Community upon approval from the Social Committee.
3. Surveys are conducted upon request of CAP BOG using Survey Monkey. Survey contents are approved by CAP BOG before distribution via email to CAP members. Survey results are tallied and results presented to CAP BOG.
4. Evites are currently conducted by the Social Committee. Revision to the website will eventually allow E-vites to be attached to website "Events" and distributed to CAP membership via email. Currently, Wix Events can (and should) point to external Evites for registration (see Wix editing procedures above).

Letter board Communication

1. Place pertinent information on letterboard and place them (3) at designated areas
 - a. Letter boards should be posted with event information at the entrance of Wilson/Ridgely Roads, Palisades on the Severn, and Severn Landing neighborhoods.
 - b. Letter boards are delegated to CAP Officers and volunteer individuals on a rotation basis. Each letter board is maintained by a resident of the neighborhood they are used for.
 - c. Letter boards should be placed at said entrance no later than 10 days prior to the upcoming Event.
 - d. Letter boards should be maintained in good condition and replaced when necessary.
 - e. Letter boards must be removed one day after the event advertised.