



Dalgety Bay Sailing Club



Communications Protocols for Club website, Mainsheet and Mailchimp (email)

Website

1. posts and updates to the website can be made at any time, as far in advance of an event as the information is available
2. any request for an update or new post must be sent to webmaster@dalgetybaysc.org
3. updates and posts can be scheduled to go live at a later date – simply include the go-live date in the email subject
4. the webteam will endeavour to make the change within 24 hours

Mainsheet

1. content deadlines for mainsheet will be posted on the club website and circulated to committee members by email at least 2 weeks in advance of the deadline
2. mainsheet will be published 1 week after the content submission deadline
3. submissions for mainsheet must be sent to the editorial team at mainsheet@dalgetybaysc.org

MailChimp

1. weekly membership-wide email will send at 2pm Mondays by automated delivery.
2. The deadline for content to be included in the [Monday] weekly digest email is 8pm Sunday.
3. As a rule of thumb, only events occurring during that week will be included in [Monday] the weekly digest email.
4. A 'reminder' email may go out on busy weeks to the sailing membership, sending at 4pm Thursdays by automated delivery.
5. The 'sailing reminder' email can include any updates, requests for support, and reminders. By default it will also include a summary of forecast weather for the weekend ahead.
6. On weekends where a social event is also taking place, the 'sailing reminder' may also be sent 'membership-wide'
7. We will not repeat verbatim any content from the Monday email in the Thursday email – fresh content should always be provided
8. Submissions for email sends must be sent to mailchimp@dalgetybaysc.org
9. Submissions for email sends must include the proposed publication date in the subject line

(continued)



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10. Submissions for email sends will only be accepted from members of the management committee
11. Specific lists are available, such as Keelboaters, Sailers, Dutyman Roster and separate emails can be sent to such lists – providing the request comes via the related member of the management committee
12. No more than one email will be sent to specific lists in any calendar week, and may not be sent on a Monday or Thursday
13. New lists can be set-up on request
14. Requests for email distribution out-with the parameters above must first be approved by a Flag Officer.

Rob McLeod, Marketing Officer *12/5/11*
(approved by DBSC Management Committee 12/5/11)