

REGIONAL COUNCIL EXECUTIVE: COMMUNICATION

This policy outlines the direction for communication in Shining Waters Region

Date Approved: March 5, 2019	Review date by the executive: the end of 2020
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The Communication policy / will:

- Improve the overall quality and clarity of the information we distribute by focusing on the essentials;
- Reflect realistic administrative capacity of staff by limiting the time-consuming work of receiving, re-organizing, and re-distributing information;
- Respect recipients by providing options to customize their own information and receive what is relevant to them;
- Acknowledge a contemporary communication context where as well as email, social media is used by many engaged constituents who can also share this information with others in their congregations or networks.
- Provide a style guide for use in the Region.

In Shining Waters

- All public statements will be made within the parameters of policy established by The United Church of Canada, including the General Council, and Shining Waters Regional Council.
- Public statements on behalf of the region will be made by the President or their designate.
- Media calls will be directed to the Executive Minister or their designate.