



**Antigonish Diocesan Council  
Catholic Women's League of Canada  
Communications Communiqué #1  
One Heart, One Voice, One Mission  
(Together We Serve)**

**To: All parish councils**

**From: Doreen Boudreau, Antigonish Diocesan Communications Chairperson**

**Date: October 16, 2016**

**Copied: Provincial President, Peggy MacNeil and Executive (for information)**

What a beautiful day this was! The chill is in the air and the days are getting shorter; but God has painted his masterpiece all shades of yellow, gold, orange and red. Anyone who hasn't experienced a Cape Breton autumn has truly been deprived. We are celebrating 20 years of Celtic Colours this year with people coming from all over the world to experience what we have and which we often take for granted!

Something else that we often take for granted is the good work accomplished by our hard-working sisters in the League. As communication chairs, one of our duties is to promote and celebrate our League through different forms of media; including our accomplishments.

I had the opportunity to speak with Fran Lucas, past National Communications Chair, this summer at National Convention and asked her what items should be submitted to the *Be League* and what should be included in the League Magazine. She explained it to me this way—the League Magazine is to educate and the *Be League* is to “show off”. So please submit articles to the *Be League* when something of interest happens in your councils.

I would also encourage everyone to visit the websites at each level: National, Provincial and Diocesan for information and ideas that you could incorporate in own councils.

I have been asked by my provincial counterpart, Carol LeBlanc, to pass on the “Facebook Guidelines” created by Fran Lucas before passing Communications to our new National Communications Chair, Shari Guinta, which I have included on the next page.

May Our Lady of Good Council continue to guide our efforts.

Your sister in the League

Doreen Boudreau

## **Council Facebook Guidelines (Do's and Don't's)**

Councils are engaging through various social networking sites and Facebook is finding a prominent role in that list. Recommendations for use of and subsequent monitoring of a Facebook page for parish council should include/observe/practice the following:

### **Do:**

- Request written permission if the council intends to use the League logo.
- Assign one or two administrators to moderate the account and post messages.
- Be respectful of the League and its members.
- Know your members and tailor content to their needs.
- Engage your members. Ask for feedback, ask questions, communicate with them, etc.
- Reply to questions as quickly as possible.
- Use a recognizable profile picture.
- Promote the League through your own contacts. Follow others first, comment, like, etc.
- Keep posts brief, timely and concise.
- Compose posts carefully and thoughtfully. You do not want to offend or harm the reputation of the League.
- Proofread and be sure material referenced is accurate before publishing. Nova Scotia Provincial Council Catholic Women's League of Canada Communications Communique # 01 One Heart, One Voice, One Mission (Together We Serve)
- Vary your posts (text, links, photos, videos, etc.) and vary your content.
- Post at strategic times during the day based on your audience. Facebook posts should be limited to one or twice per day to encourage engagement.
- Share posts and information relevant to your members from the national Facebook page.
- Tag other people and businesses when mentioned in photos, text posts, etc., but be considerate of those you are tagging. Be courteous and ask permission first.
- Be aware that individual members do not speak on behalf of the League.
- Be sure to indicate when views are personal, and not the League's.
- Periodically update the "About" page.

### **Don't**

- Post private matters on a public wall. Use private messaging.
- Overshare/Overpost.
- Abuse hashtags.
- Oversell/overmarket.
- Let your page become dormant.
- Use Caps Lock.
- Repeat the same post.