COMMUNICATIONS COMMITTEE

I. Purpose

Assists communication among members and attenders, and between BFM and outside world by doing the following:

- Maintain mailing lists for meeting announcements and accept, edit, and publish items using the list.
- Maintain and improve the Burlington Friends website.
- Maintain and update the Burlington Friends Facebook page and any other social-media outlets we develop.

II. Responsibilities

- For the Website:
  - Maintain an awareness and understanding of website management, development, and technology, including the software currently used for our website, and managing the relationship between BFM and the web-services provider that hosts our site.
  - Update the "Events" page whenever new events are scheduled, remove past events as they become more remote, and make other changes in the site to ensure it describes the meeting as it actually is, for example updating committee job descriptions and clerks. This sometimes requires pro-active solicitation, *e.g.*, at the meetings of the Clerk's Committee, and it always requires editing.
  - Maintain proper forwarding for outside e-mail address of the form "@burlingtonquakers.org." Using such addresses instead of publishing the personal e-mail addresses of meeting officers and committee clerks helps reduce the amount of spam they receive and allows those outside the meeting to use a consistent e-mail address as officers and clerks change.
  - Maintain relationships with web managers for other Quaker sites, particularly those in NEYM, to share ideas and questions.
  - Keep working to continue a lively, helpful website in the face of rapidly changing technology. For example, our current website does not work well when viewed on a smart phone or small tablet, and it should.
  - Submit a timely budget request to ensure that website-related expenses are covered by the Meeting rather than paid for out-of-pocket.
- For the Mailing List
  - Format and send out announcements from committee clerks.
  - Maintain the list, including periodic production of a directory taken in part from the e-mail list.
- For Social Media
  - Enlist others in meeting to post items and events as necessary, as well as originating posts from the committee.

III. Number of Members

- Two or three members.

IV.　Desirable Qualifications (Not everyone needs all of these qualifications!)
- Good editing and writing skills.
- Familiarity with relevant website-management software, Mail Chimp (for the newsletter), and appropriate word-processing and newsletter-production software. Enough familiarity with information technology to be aware changes in the IT world that might affect BFM's information gathering, publishing, and distribution activities.
- Familiarity with social-media platforms.
- Ability to maintain up-to-date distribution lists for newsletters and other Meeting publications.

V.　Time Commitment
- The committee does not meet formally at this time.
- The time commitment for the mailing list amounts to about four hours a month.
- Maintaining the web typically takes about 2 hours per week for routine changes, such as updating the "events" page. It can easily take ten times that long for major changes, such as changing page formats, adding entirely new pages, or adding or removing pictures.
- Social-media platforms can be very time consuming, but many other Friends are familiar with them and can be encouraged to post on their own.

VI.　Last revised: 21 November 2019.