**Santa Cruz Sierra Club Outreach Guidelines**

**Updated May 2018**

The purpose of this document is to clarify appropriate procedures for posting content on social media that provides appropriate control without limiting of content.

**SHORT LIST for Communication Review**  
  
Group Excomm Chair and standing committee chairs (Conservation, Transportation, Political, and Outreach) or their designees. Any member of the “short list” can declare any communication in any media as “appropriate for posting but likely contentious” which would require a vote of excomm to approve.

**CONTENT**

1. ***Outings posted in Campfire (Sierra Club Calendar) and Meetup.***

It is the responsibility of the Outings Chair to insure that the content and the outings meet Sierra Club requirements in terms of allowable (unrestricted and restricted) outings. Leaders/hosts of outings must be Santa Cruz Group Sierra Club or Ventana Chapter outings leaders in good standing (membership must be current, first aid training must be current, and OLT (outdoor leaders training) must be current. An example of an unrestricted outing is a day hike. Examples of restricted outings are watercraft outings operated by a concessionaire using a watercraft greater than 52 feet in length, ropes / challenge courses, any Club event that is expected to use ropes, runners, ice axes, crampons, or other mountaineering equipment, and any Club event that is expected to take place in the outdoors in which participants travel largely on their own for a walk-a-thon, hike-a-thon, or bike-a-thon. An example of an un-allowable event is rock climbing. Short list review not required.

***B, Non-outings content clearly within national or local group policies (99% certainty).*** Anything that is supported by National or can be found clearly on group website; Objective reporting (announcement about a new trail with photos, for ex); Letters written by the group; This content is shared with the “short list” ***after*** posting as a notification that something was posted. The short list isn’t required to respond, but if they notice something that should be edited or removed, they will let whoever posted the content know.

1. ***Non-outings content believed to be within national or local group policies (80% certainty)*.**

Share with short list for review 48 hours prior to posting

1. Post draft.

2. Email short list with link to draft.

3. 48 hours of time for Short List to respond and ask for discussion, which then opens it for discussion.

4. If no one responds in those 48 hours, the content can be published. If after those 48 hours there is a veto that the content be revoked, it is removed immediately and discussion follows.

1. ***Believed to be appropriate but may be contentious (50% certainty).***

Trail and access issues; Watercraft events hosted by Coastal Watershed Council on the San Lorenzo River which has members on both sides of the issue and with strongly held opinions; Consult with appropriate committees and then submit to Executive Committee for review

1. Post draft.

2. Email short list with link to draft.

3. 48 hours of time for group to respond and ask for discussion, which then opens it for discussion.

4. If no one responds in those 48 hours, the content can be submitted to excomm.

5. The Short List will make a recommendation to Excomm to publish or not to publish.

1. ***Clearly Contentious/Inappropriate content (more than 50% probability that this is contentious issue).***

Do not post or put effort into posting it.

**MEDIA SITES**

**Email Blasts (Marketing Cloud, formerly Convio)**

Between the chapter and the group can send up to three per month. These are official news announcements from our group, and content should be most important content. These may include upcoming events hosted by us, major issues that we want members to know about, and should always have 1-2 links to stories to our group site.

Before we send an email blast, it will always get reviewed by the short list and the authors of the articles. Generally the deadline for submitting the first draft to the Outreach Committee Chair or Outreach Coordinator is one week prior to the requested send date. This will allow for 2-3 days of review and revision by the authors, the short list, and the Outreach Committee Chair/Outreach Coordinator.

**[Facebook](http://facebook.com)**

The Facebook page is a way to connect members or interested community members with events, news, and opportunities. Anyone can like our page as long as they have a Facebook account. Anyone can view all content on our Facebook page even if they do not have a Facebook account.

*Content*

Anything we post on the website or MeetUp page may be posted on Facebook. Almost always include a link or photograph with posts on Facebook, which helps encourage people to click on, like, or share the content.

*Rules for review and approval*: See section on content above.

*Frequency of Posting*

It is acceptable (according to the Sierra Club Social Media Guidelines) to post a maximum of two times a day on the Facebook page.

Other suggestions from the Sierra Club: https://www.sierraclub.org/sites/www.sierraclub.org/files/uploads-wysiwig/comms-handbook-2017.pdf

**Website**

<https://ventana2.sierraclub.org/santacruz/>

Login: Each user has their own log-in username and password.

All articles, events, information we want to share with members, and letters we send or receive are posted on the website. There is an events function for posting events being hosted by the Club or that may be of interest to our members, and we can add links to the MeetUp site to insure the most coverage for events possible. We also post all minutes to the website. The website can also be a space for people to write about their experiences on trips or information about issues they are working on. The outreach coordinator can actively pursue this kind of content from members.

**MeetUp Page**

<http://www.meetup.com/Santa-Cruz-Sierra-Club/>

Login: Each user has their own log-in username and password.

The MeetUp page is where we post all events, meetings, and outings hosted by the Sierra Club. We also post events here that may be of interest to members that are not hosted by our Club, and these posts are clearly indicated as being non-Sierra Club affiliated.

**Coming soon: a new Group Website.**

<https://www.sierraclub.org/ventana/santa-cruz>

This will replace/supersede the site on ventana2. Technically supported by [Drupal-Help@sierraclub.org](mailto:Drupal-Help@sierraclub.org), it is standardized and much more attractive than the current site. It includes a calendar of events populated by Campfire. The expectation is that committee working meetings will be posted there and not on Meetup. All outings and events that are meant for attendance by the public will be posted there first and will be posted to Meetup by Meetup Organizers and Co-organizers within 2-3 weeks of their date upon request. Only active (approved by outings chair) outings and active (approved by short list or excomm depending on probability of being contentious) non-outings will appear on the calendar and may be copied to Meetup.

**Paper Mail**

In the past, we’ve sent annual election mailer through the Chapter. Our annual appeal is also sent out to known donors through paper mail. Currently, any mailing would have to be reviewed with the Executive Committee due to the high cost.

**Tabling**

Events for tabling are selected by the Outreach Committee with notification to the Executive Committee. Tabling events should leverage volunteers as much as possible. Some examples include Earth Day Santa Cruz Festival, the Electric Auto Show, and Santa Cruz Open Streets.

Tabling materials should comply with the website posting materials guidelines.