

PENNSYLVANIA STATE ORGANIZATION

The Delta Kappa Gamma Society International



The Spark

Strengthening communications

Providing support

Acknowledging chapters

Reaching out

Keeping accurate records

Communications Committee Newsletter

Summer 2016



INTERNATIONAL SOCIETY FOR KEY WOMEN EDUCATORS
DELTA KAPPA GAMMA™

NEWS FLASH: WEBSITE LINKING POLICY CHANGE

As of July 2016, the International Communications and Publicity Committee will no longer **certify** chapter websites. Rather, state and chapter organizations will provide **assurance** that their websites comply with the standards outlined by International.

Why the change? Continuous change naturally occurs with website content making website certification appropriate only at the specific time of review to determine that it is free of copyright infringement and has not violated standards.

Additionally, with only five volunteers on the Communications & Publicity Committee to review the close to 500 state and chapter websites, certifying them in a timely manner becomes difficult. The members of the committee prefer to be seen as mentors assisting webmasters instead of “website police.”

What is the same? Form 72, which will be retitled “*Society Website Compliance Assurance*” will need to be completed by state and chapter webmasters and sent to International headquarters. The committee will then review any first-time websites and provide feedback to those renewing their sites.

When is the form due? Those who have websites already linked will need to submit Form 72 by November 1, 2016. New websites that request to be linked can apply any time during the International biennium.

Feature App: Evernote

Although your chapter secretary takes notes of your meetings, are there some notes that you would like to remember before the minutes are sent to you after meetings? Or maybe you have been assigned a task (or two) to complete before the next meeting and you don't want to forget. Evernote is the App for you! Create a to-do list, jot down a reminder, or even snap a picture of something you need to remember. These notes can then be accessed wherever you go on all your devices, forever.

Keeping Things Private

Although we may all like our 15 minutes of fame, we also all try to keep our information private in the cyber world as much as possible. Section 2E of the Society's *Policy for Digital Communications* states:

“Users must respect the privacy of other users but should be aware that no digital communication, once sent, can be guaranteed to be private.”

With more and more chapters publishing newsletters and creating websites, it is important to respect members' privacy. Even though it may be appropriate to share a member's medical diagnosis, family happenings, or other personal information in a newsletter, by posting this newsletter on your website (that is linked to state and/or International) you are exposing this information to the world. Contact information, including email addresses, is also personal information. If you are including this information in a newsletter it may be best to publish a simplified version of it for website posting.

As a tip: the blind copy (BCC) feature of emailing allows you to send a group email and not allow members of the receiving group to have access to the email accounts of all other recipients.

How do I...?

Have you asked or had asked of you as the Communications Chair: How do I create a website using Weebly? How do I set up a member profile on dkg.org? How am I supposed to understand copyright? How do I use apps such as Remind or create surveys on Google Forms?

Well, you're in luck. The International Communications and Publicity Committee has been hard at work creating and adding videos to their dkg.org webpage to learn about these topics and many more. Happy watching and learning!