



CdC's EXTERNAL COMMUNICATIONS POLICY

This CdC policy on external communications applies to all information documents stemming from the Board of Directors (BOD) and sent to all CdC members or any external individuals or groups.

Definition of “External Communications”

For the BOD, “external communications” include all official documents providing periodic or regular (for example, monthly) information to all CdC members concerning the Center’s activities or other subjects of general or particular interest. These communications are usually sent through newsletters, emails or special messages published on the CdC website, in newspapers, on Facebook or other social media.

Policy Objective

The purpose of this policy is to standardize CdC’s internal practices relating to the drafting, editing and translation of external communications, as well as their publication on social media (website, Facebook, etc.).

Overall Responsibility

The drafting in French, drafting (if required) and translation into English, as well as the publication of external communications, is the responsibility of the BOD’s Director of Communications and of his or her collaborators in charge of one or another of these duties.

Authorization of External Communications

Only communications authorized by the BOD, or their representative, may bear the BOD’s signature. Hence, mass communications sent through emails or published on the CdC website, on Facebook or other social media must be approved in advance by the BOD’s Director of Communications or, in his or her absence, the BOD’s President. The CdC website or its social media cannot be used to broadcast messages involving a limited number of members, unless a special authorization has been granted in advance.

Procedure

The BOD will decide the best time to publish an external communication for the benefit of CdC members, and any subject(s) therein. When the BOD requires a production order and its publication, the following procedure should be followed:

- Through one or many of its members, the BOD quickly provides the designated editor with all items of information to be processed.

- Upon receipt of this information, the editor produces a draft as quickly as possible and conveys it to the other BOD members for comments (additional text proposals, changes, reformulations, etc.), with an imposed response deadline. *(Note: At this time, it is recommended that the editor advise the translator (with copy to the collaborator in charge of publication) of the pending external communication which will soon be ready for translation).*
- Once comments have been received, the editor, using sound judgement, reviews the comments from other BOD members and adapts the draft accordingly, preparing a second draft very close to the final version. Following this step, the editor sends the draft to the BOD members at least two days before the monthly or special meeting is scheduled, giving them the opportunity to examine the draft one last time before the meeting and propose any changes they deem appropriate. The editor then incorporates the changes agreed upon by the BOD and sends the final text for translation purposes.
- Once the translation is done and sent to the editor, he or she immediately emails the collaborator responsible for publication of official documents, who then forwards the document to the those in charge of the CdC website, Facebook and, if necessary, other social media.