

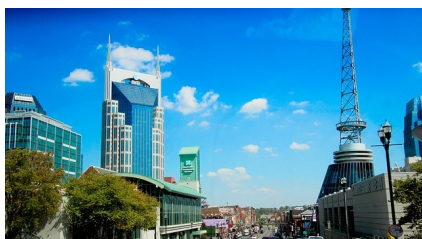


Protect Member Privacy

Remember to consider member privacy when communicating, particularly to groups. As stated in Section 2E of the Society's *Policy for Digital Communications*: "Users must respect the privacy of other users but should be aware that no digital communication, once sent, can be guaranteed to be private."

When writing newsletters that will be posted on a state or chapter website, do not divulge personal information, such as a member's medical diagnosis or family tragedy. By such posting, you are exposing this information to the world and invading a member's privacy. Also remember that an email address is personal information. To protect members when you send a group email, utilize "blind copy" (BCC) for their email addresses. In this way, recipients of the email will not have access to the email accounts of all the other recipients.

International Convention July 5-9, 2016



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Website-Linking Policy to Change

Effective July 2016, Article III of the DKG Policy for Digital Communications will change to reflect that websites will no longer be **certified** by the International Communications and Publicity Committee. Instead, state organizations and chapters will provide **assurance** that their websites comply with the international standards.

This change is occurring for several reasons. First, by the very nature of continuous change in website content, "certifying" the information on a website is only appropriate at the specific time of review, when the reviewer can determine that the site—on that date—is free of copyright infringement and has not otherwise deviated from the international standards.

Second, it is becoming more and more difficult for five volunteers on the Communications and Publicity (C&P) Committee to review the almost 500 state and chapter websites currently linked to the international website in a timely manner. The time and expertise of

these members can be used in better ways for the good of DKG overall. Finally, the members of the International C&P Committee hope to be regarded as helpful mentors to the webmasters and not as the "website police." This meets the expressed need and desire of the many webmasters with whom they have worked!



The process will continue to involve completion of Form 72, retitled "*Society Website Compliance Assurance*." After reviewing one's own chapter or state website in light of the international standards, the webmaster will assure

compliance with those standards and send the form to headquarters and to the chair of the 2016-2018 International C&P Committee. Members of the committee will do a courtesy review of any first-time website and provide feedback to any webmaster of a renewing site if requested. Websites currently linked to the international website will need to submit their compliance assurance form by November 1, 2016 in order to remain linked. First time websites can apply any time during the biennium.

Informational Videos Available

The International Communications and Publicity Committee has added videos to their [dkg.org webpage](http://dkg.org/webpage) to assist members in learning new ways to communicate with their chapter members and other members from around the world.

Current videos include topics such as:

- creating a website with Weebly;
- setting up a member profile

- on the new international website;
- understanding copyright and Creative Commons;
- using the app Remind.com to remind

members of meetings; and

- using Google Forms to create online-survey instruments.

More videos are being created and will be posted to the webpage when they are completed.

