



London Diocesan Council  
Of  
The Catholic Women's League of Canada  
One Heart, One Voice, One Mission

To: All Parish Presidents, Communications Chairpersons

CC: London Diocesan Council

From: Sandra Cabiddu, London Diocesan Chairperson, Communications

Date: May 23, 2015

Directive # 6

From National:

In order to have a newsletter that is informative and fun to read many articles are needed. To this end the national executive has decided to highlight certain provinces during the months that Be League is published. All submissions will be accepted at any time and it is hoped that this practice will ensure a standard sized newsletter from then on. Ontario will be highlighted in January 2016. A complete list of the monthly rotation is available in the communications communique #3 on the national website. Please do not hesitate to send in an article at any time if you feel the story is news worthy.

A few notes to remember for submissions:

- Each submission shall be typed and not exceed 50 words
- Each submission is limited to one topic and one photograph of high resolution
- Identify all persons in photographs and include permissions
- Councils may send more than one submission

### **Pornography Hurts Campaign**

In reading through your annual reports I was overwhelmed by the commitment of members to the postcard campaign. It has been brought to the attention of the national executive that the cards have the greatest impact when members include their name and return address on the postcard and when they include a question or ask for feedback from the minister (i.e. Will you take a stand by helping to ensure that just punishment is given to the perpetrators of this heinous crime to children and women?). Several councils have received responses from Justice Minister Peter McKay.

### **Social Media**

I have received several emails over the last month or so asking about the “rules” around Facebook pages. There are no official rules around establishing a page for your councils. The following is an excerpt from:

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**Facebook Tips:**

***Facebook Groups***

*While Pages were designed to be the official profiles for entities, such as celebrities, brands or businesses, **Facebook Groups** are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.*

*When you **create a group**, you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group.*

*Groups range widely, from members of a church group or athletic team organizing activities to serious topics on politics and world events or even more lighthearted themes.*

*Say that you and your friends have a favorite celebrity or cause you want to rally around, but you are not the official representative of either. You can either become a fan of the official Facebook page for the celebrity or cause and show your support there or **create your own group** on Facebook around the common interest.*

As always, I encourage you to share your faith and your love of the League through any social media opportunity available to you. Just google it! Be not afraid!

**Miscellaneous:**

As **OPC Privacy Officer** I have been asked again about the distribution of membership lists to members. The National Manual of Policy and Procedure does not address this issue specifically. Appendix 1 deals with the collection and distribution of privacy information, but only from the perspective of what is retained at national office. Page 172 lines 15-16 notes that consent to collect and use membership information is implied, but distribution among parish council members is not listed as one of the uses of the information. In circumstances like this, where there is no direct policy, councils are asked to discuss the issue and come to an agreement – perhaps even adding that agreement to their own policy and procedure manuals.

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