

Overview

The ICM communications committee maintains a ‘by subscription’ email list. This list is primarily used to broadcast to the community of what is happening at ICM. Furthermore, the contents of the broadcasts may also include information of activity within the neighboring Muslim communities. This document defines the policy with regards to who is authorized to, and what type of information can be, broadcast to ICM’s email list.

Who can request to broadcast

Requests can be submitted by members of the Board of Trustees (BOT) and the committee chairmen for official announcements and members of the community for classified advertisements etc.

What is an announcement?

An announcement is an official broadcast to the community of information pertaining to all activities, events, meetings, obituaries etc.

What is classified?

A classified news item is designed to allow community members to advertise there individual offerings to the community.

Weekly newsletter

The purpose of the weekly email newsletter is to consolidate all regular announcements into a structured email which is easily readable. All items will be available on ICM’s website until its expiry date. The weekly newsletter is a compilation of all news items, classifieds and announcements for the upcoming week. This format prevents flooding the community with emails which subsequently results in deletion without reading. The weekly edition will be broadcast every Wednesday night and the deadline to submit items will be 5.00 PM on that day.

Time sensitive broadcasts

Time sensitive broadcasts will be sent out immediately once the proper authorization has been confirmed. An example of such a broadcast would be a death announcement in the community.

Exclusive broadcast

The exclusive broadcasts may include special announcements by the Imam of extremely important news or rulings, urgent announcements by the BOT, ICM activities and events such as of the American Institute of Qur’an (AIQ), IQRA career center, Social Services, etc. Other announcements for the event will be limited to the weekly newsletter. These however require appropriate authorization.

Layout of a broadcast

The broadcast must contain subject, From, To, Body and more information contact.

From (sender authority),

To: (general audience, students, parents etc)

Body: contents of the broadcast

Contact Information must contain phone number and email address

Contents

No personal information may be disclosed in the official emails (such as email address, home phone number etc)

The content must follow the layout as defined. The broadcasts must not have any attachments. The supported material is uploaded to the website and a link is provided to the sender for use as a reference within the broadcast.

d) policy for classified

e) other centers broadcast

f) forward broadcasts

Discretion

The ICM communications committee reserves the right to demand proper authorization for any and all announcements to the community. If all requirements are not fulfilled, requests can be denied or delayed at the discretion of the communications committee. However, the requestor has the right to appeal the decision to the BOT.

Failure to comply

Will delay the broadcast