



## In-Club Communications

A ShareClub, like any organization with a mobile and transient membership, requires good internal communications

. The purpose is not only to inform, it is also to advise, to educate and to co-ordinate the activities involved. Communications may take many forms and modes. As pertaining to advising and coordination, the key is that the same "message" is delivered to all with clarity and in a timely manner. That is where e-mail becomes the more reliable and favoured mode.

Today's communication will likely be by two modes, the telephone and computer, with the latter the workhorse that pulls the biggest load. That said, it is incumbent on the person tasked to maintain a registry of active members to also maintain the other modes of contact, ie the telephone number, the mailing address and the e-mail address. The mailing address is almost redundant but for other forms of contact it too should be added.

Since ShareClubs are composed of private club members, the issue of privacy may arise, and related concerns other than privacy. That is a matter to raise should it be viewed as a personal security issue. One of the issues being e-mail usage and protocol. Invariably the membership list is given out or is forwarded by mail, listing the e-mail addresses of the members. Another is the use of the list for purposes other than club business. It is the abuse of this list that may create problems. The e-mail will likely be extended to forwarding material and data from the Internet, thus adding another level of security concern. Talk it out...internally. Respond to the concerns shown.

Consider the e-mail as your best tool. Attachments such as spreadsheets, photos and word processing documents will tend to complicate "delivery" unless all participants have the same software and are equally computer literate.

This is seldom the case. However, that is what a ShareClub atmosphere does – members teach one another. Therefore, arrange things so that members own or have access to and use the technology that will be prevalent for in-club communications. If there are exceptions, set up means for the exceptions to be informed. Compatibility with software is a common problem, and it too is best handled through in-club assistance and training if needed.

If a club does not have a website, transmitting of text in the form of monthly bulletins, special news items, memos, position papers, etc is easy and useful as learning tools for members. Not all people are good presenters or listeners but having the text provided beforehand adds much to comprehension of what the document is prepared for. Lastly, it saves a lot of paper...because hand-out material is seldom read after a presentation.

Go for it. Establish some Club e-mail protocols. Contact me about communications and other related Club matters.