



**CCMG-CCGM National Office**

4 Cataraqui Street, Suite

310 Kingston, Ontario K7K

1Z7

(T) 613-507-8345 (F) 1-866-303-0626

(E) [info@ccmg-ccgm.org](mailto:info@ccmg-ccgm.org) (W) [www.ccmg-ccgm.org](http://www.ccmg-ccgm.org)

## **CCMG-CCGM Communication Policy**

### **Purpose:**

The purpose of this document is to outline the CCMG-CCGM Communication Policy for communicating with its members and interested parties.

### **Background:**

In 2022, CCMG members were asked about their preferred methods of communication for relevant information. The majority of members indicated that their preferred mode of communication was by email. There was also support for communication via newsletters, the CCMG website and social media.

### **Policy and Procedure:**

The main form of communication for the CCMG-CCGM is email. The office, on behalf of the CCMG, will use pre-designed and (where possible) scheduled e-blasts to send important information to its members.

This includes (but is not limited to) informational emails and reminders for:

- webinar information and registration
- committee related information (for example, calls for volunteers and membership review of position statements)
- paid e-blasts that are generated from the CCMG website
- Annual Scientific Meeting information and promotion
- membership related information such as annual renewal
- newsletters

The number of informational emails and reminders is at the discretion of the CCMG office based on:

- the response rate (i.e. registration numbers, submissions, urgency)
- requests from the board and/or committee chairs
- set communication plans (from board/chairs)

Where possible, the timing of the eblasts will be spread out throughout the week, month and year.

The CCMG recognizes that the frequency of communications will fluctuate. As the members are varied in their involvement and interests, not all information communicated to the membership is of interest to every member. Therefore, it's important that all information is sent to all members as the CCMG office doesn't have the capacity or tools to separate out the communication per member interest.

Unsubscribing from CCMG emails is available as an option for members who do not wish to receive emails from the CCMG. However, we are unable to ensure communication of important information to members who have opted to be removed from the email distribution list. To ensure continuity of



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relevant information, if the communication is not of interest, then members are encouraged to disregard or delete the message rather than unsubscribing from the distribution list.

The CCMG office and Board of Directors will monitor the parameters by which we engage the membership and the effectiveness of the types of emails that are sent and implement changes to the type of messages and their frequency.

The CCMG will continue to use other types of communication including Twitter, LinkedIn and the CCMG website as communication tools in addition to email to further the purpose of ensuring the CCMG membership has access to the activities of the association and can be actively engaged.