



## LOCAL EMAIL COMMUNICATIONS GUIDELINES

These guidelines were put together to outline what is generally expected from Locals in the way they manage their email communications.

Questions about the guidelines can be sent to: [info@acep-cape.ca](mailto:info@acep-cape.ca)

Good email communication can help strengthen a Local's relationship with its members and generate greater membership engagement and participation. It contributes to solidifying members' trust and confidence in their Local and in their union as a whole, and to building a stronger and more effective union.

CAPE recognizes that email communications can be daunting and time-consuming and is grateful for the volunteer time and effort that goes into ensuring members are better connected to their union through their Local's communications activities. CAPE is committed to supporting its Locals in every way possible to ensure their success.

**REMINDER:** Email communication to the membership must serve the best interest of the membership and of the union. Please refer to the [Policy on Membership Lists](#) for further guidance on how and for what purposes Locals can use their respective membership list.

### I. GENERAL GUIDELINES

1. Locals are expected to engage with their members respectfully and professionally in all circumstances.
2. Locals are expected to communicate in a way that is compatible with CAPE's mandate, that upholds the CAPE brand, and that is consistent with CAPE National's official position on key policy issues affecting the membership.
3. When a Local's position on a political issue or a policy affecting the membership differs from that of CAPE National, the appropriate forum to raise and discuss this difference or opposition is at the Local Leadership Council, the President's Council, the national AGM or by writing directly to the National President.
4. Locals are expected to communicate in a way that is compatible with CAPE's constitution, by-laws, Local by-law framework and all related governing documents. (Refer to the Solemn Declaration.)

5. Locals should communicate with the aim of delivering the highest value to their members, and to help meet their communications and engagement objectives. Providing information that is clear, relevant, useful and timely can deliver the highest value.
6. The Labour Relations Officer assigned to the Local must be copied on all emails to members as a way to stay informed.
7. Locals must ensure that all mass communications are sent to members in both official languages, and that individual members should be responded to in the language of their initial communication.

\*Note: CAPE is not able to assist with translation but can recommend tools and there are Local rebates available to cover the costs of translation.

## II. ESTABLISHING EMAIL COMMUNICATION AUTHENTICITY

To avoid having legitimate CAPE emails be mistaken for spam emails by the email recipient, it is of utmost importance for Locals to properly identify their email accounts by following a few tips.

### 1. Using a recognizable email address

As much as possible, Locals should create an email address that quickly establishes the sender's connection to CAPE and its Local.

For example: ACEPCAPELocal#XX@emailprovider.com

The Local's email address should be communicated to CAPE National to be added to CAPE's database of legitimate Locals' email addresses.

### 2. Adding a CAPE header and footer

Further to help recipients recognize legitimate Locals emails, Locals must use the following header and footer in outgoing emails to members.

#### >>Header (at top of email, smaller font size)

*This email is sent on behalf of ACEP-CAPE Local #XX. Find out more: <https://www.acep-cape.ca/en/your-local> (please find your page and change the url)*

*Ce courriel est envoyé au nom de la section locale n° XX (ACEP-CAPE). Pour en savoir plus à ce sujet, rendez-vous à l'adresse : <https://www.acep-cape.ca/fr/sections-locales> (trouvez la page de votre section locale et changez l'URL)*

**>>Footer/signature (bottom of email, smaller font size)**

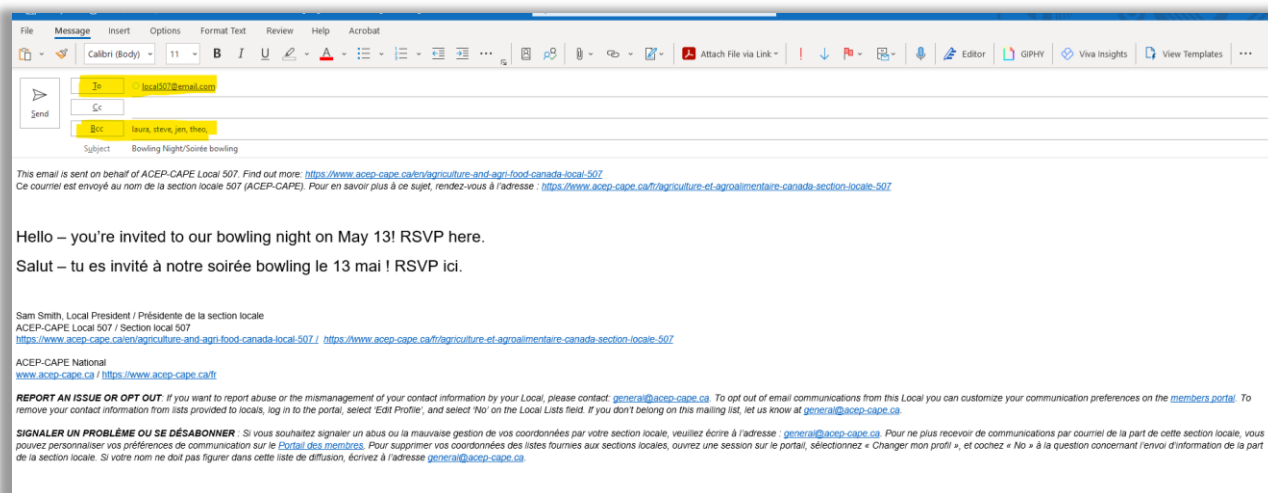
**Name of sender + Title** (E.g.: Barbara Brown, Local President) / **Nom de l'expéditeur + titre** (p. ex. Barbara Brown, présidente de la section locale)  
 ACEP-CAPE Local #XX / Section locale n° XX, ACEP-CAPE  
 Local's website and/or social media *(If applicable)* / Site Web et/ou compte associé à un média social de la section locale *(le cas échéant)*

ACEP-CAPE National

[www.acep-cape.ca](http://www.acep-cape.ca) / <https://www.acep-cape.ca/fr>

**REPORT AN ISSUE OR OPT OUT:** *If you want to report abuse or the mismanagement of your contact information by your Local, please contact: [general@acep-cape.ca](mailto:general@acep-cape.ca). To opt out of email communications from this Local you can customize your communication preferences on the [members portal](#). To remove your contact information from lists provided to locals, log in to the portal, select 'Edit Profile', and select 'No' on the Local Lists field. If you don't belong on this mailing list, let us know at [general@acep-cape.ca](mailto:general@acep-cape.ca)*

**SIGNALER UN PROBLÈME OU SE DÉSABONNER :** *Si vous souhaitez signaler un abus ou la mauvaise gestion de vos coordonnées par votre section locale, veuillez écrire à l'adresse : [general@acep-cape.ca](mailto:general@acep-cape.ca). Pour ne plus recevoir de communications par courriel de la part de cette section locale, vous pouvez personnaliser vos préférences de communication sur le [Portail des membres](#). Pour supprimer vos coordonnées des listes fournies aux sections locales, ouvrez une session sur le portail, sélectionnez « Changer mon profil », et cochez « No » à la question concernant l'envoi d'information de la part de la section locale. Si votre nom ne doit pas figurer dans cette liste de diffusion, écrivez à l'adresse [general@acep-cape.ca](mailto:general@acep-cape.ca)*



### **III. EMAIL FREQUENCY**

Locals are encouraged to plan emails in a way to space them out in time, as much as possible. Emails with news bundles are encouraged.

### **IV. PROTECTION OF PRIVACY**

Protecting CAPE members information is of utmost importance. Please always refer to the [Policy on Membership Lists](#) to ensure compliance of your email communications activities.

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*Please note that these guidelines will be reviewed and updated on a yearly basis to ensure their relevance and appropriateness.*