

NEWS POLICY

1.0 STATEMENT

- 1.1 News refers to something the Statistical Society of Canada (SSC) membership is interested in knowing and/or should know that might be time sensitive. SSC News are short news items that may require immediate attention and action, such as an announcement of a passing, a funeral or a memorial session.
- 1.2 In general, news about members should be limited to current members unless the news is about a death. The SSC News portal can be used as a vehicle to connect and celebrate SSC members.

2.0 OPTIONS FOR DISSEMINATING NEWS

- 2.1 The top portion under the header of the SSC website has a news banner that cycles through items (ssc.ca). There is also a news tab on the website. These portions are referred to as SSC News in the rest of this document.
- 2.2 The SSC newsletter *Liaison*. The contents are managed by the Editor.
- 2.3 The SSC has several social media (SM) platforms that the Public Relations Officer manages:
 - a. X/Twitter @SSC_stat
 - b. LinkedIn: linkedin.com/company/SSC-stat
 - c. Facebook: facebook.com/SSC.stat
 - d. YouTube: youtube.com/@SSC_Stat
- 2.4 The SSC also has four distinct discussion lists:
 - a. [a-ssc] Occasional announcements that must be sent to all SSC members. There is no "unsubscribe" option, and this is a moderated list.
 - b. [g-ssc] Announcements of general interest to all SSC members. Members are included in this list by default, but may choose to opt out. This is a moderated list.
 - c. [d-ssc] Unmoderated email list for all members. Members must opt in to the list to send emails or post to the list. Messages from non-members are moderated before posting.
 - d. [femme-women] This unmoderated email list is to discuss issues of interest regarding women in statistics and is open to all members of the SSC.
- 2.5 Some of the Sections may also have their own social media and discussion lists.

3.0 SOURCES OF NEWS

- 3.1 Member submitted news items, either directly to *Liaison*, the website SSC News, or through d-ssc and femme-women.

- 3.2 News about members or otherwise posted in other sister organizations (e.g., ASA, IBS).
- 3.3 News about members or otherwise posted in universities or other research institutes.

4.0 DEFINITIONS OF NEWS

- 4.1 There are many potential definitions of news and different considerations for dissemination. The following guidelines help define what is considered news and the method of dissemination (e.g., SSC News=SSC website, SM=social media).
- 4.2 Events – Events may include SSC Annual Scientific Meetings, other conferences, webinars.
 - a. News about SSC Annual Meetings: SSC News, Liaison, SM, g-ssc
 - b. News about other professional association conferences: SSC Meetings page
 - c. News about events in universities and/or other organizations: SM
- 4.3 Job or training positions – There may be job ads posted to d-ssc for positions, including post-doctoral positions) in Canada and elsewhere.
 - a. For positions located in Canada: *Liaison*, d-ssc, SM
- 4.4 Awards – Members may receive awards from the SSC or from other organizations.
 - a. Awards from the SSC: SSC News, *Liaison*, SM, g-ssc
 - b. Awards to SSC members from other professional and/or organizations: SSC News, SM
- 4.5 Life milestones – Members will experience multiple milestones related to both career and life.
 - a. New prestigious roles (e.g., President of a professional organization, Editor of a journal, leadership in a funding organization): SSC News, *Liaison*, SM
 - b. Retirement: *Liaison*, SM
 - c. Death: In the event of a prominent person from the SSC membership or worldwide figure, SSC News and Liaison could solicit an obituary.

5.0 LANGUAGE

- 5.1 News items can be written in either English or French and items in both languages are encouraged in submissions.
 - a. As per the SSC Bilingualism Policy, SSC News on the website, *Liaison*, a-ssc, and g-ssc are to have both English and French.
- 5.2 Photos and a short video can be submitted to accompany the items. Longer news items should include a sentence: "This article is submitted by ..." or "This article is prepared by ...".
- 5.3 There are general guidelines for length:

- a. SSC News banner on website: <20 words for the banner, <200 words for the News content
- b. *Liaison*: <1500 words
- c. SM: Individual platforms have their own limits, but 240 characters and/or <200 words. The SSC tags can be included in an individual's post.

6.0 SUBMISSIONS

- 6.1 Any SSC member can submit an SSC News item to any of the dissemination methods. If a member is uncertain if a News item fits the definitions above, the Public Relations Officer (pr-officer@ssc.ca) can be contacted for clarification. The Public Relations Officer may consult with the Electronic Services Manager.
- 6.2 If the Public Relations Officer or other members of the Public Relations Committee see a News item on one of the dissemination methods that would be appropriate for another method, the author may be encouraged to use the other method. For example, a d-ssc post about a death could become a longer *Liaison* announcement/article.

Approved by the SSC Board of Directors on June 2, 2024.