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-scc] Occasional announcements that must be sent to all SSC members. There is no "unsubscribe" option, and this is a moderated list.
   b. [g-scc] 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-scc] 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-scc 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-scc
   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-scc for positions, including post-doctoral positions) in Canada and elsewhere.
   a. For positions located in Canada: Liaison, d-scc, 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-scc
   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-scc, and g-scc 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.