



THE COMPASSIONATE FRIENDS OF CANADA

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www.TCFCanada.net

TCF CHAPTER ON-LINE ACTIVITIES

The wide proliferation of social media and on-line presence offers TCF Chapters both opportunity and risk when expanding their message to a wider audience than in-person contact. This document provides some guidelines to maximise the opportunities while complying with established TCF Policies and Principles.

TCF CANADA CHAPTER WEBSITES

A chapter website belongs to the Chapter. The Chapter leadership has the responsibility to see that the website complies with the website policies, rules and guidelines of The Compassionate Friends of Canada, in addition to relevant federal and provincial privacy laws and regulations. We strongly recommend that a responsible and knowledgeable member be assigned as Chapter Webmaster to ensure compliance with the guidelines and that only appropriate material is posted.

Website Name

To avoid confusion or on-line conflicts, choose a name that includes the Chapter name and is easy to remember, e.g. *TCFChapter.com* or *TheCompassionateFriendsChapter.net*.

Website Content

The Chapter website may be a simple presentation with mainly static information about the Chapter, or a more comprehensive one including time-sensitive information, such as local events, national conferences, and the Worldwide Candle Lighting. With either approach, it is critically important to update the website regularly so that it remains fresh and the information current.

A TCF Chapter website must include:

- The TCF Canada logo: The logo must not be distorted, modified, or combined with any symbol or picture. The outer ring must not be modified by removing the word "Canada" to include your primary location. Nothing is to touch or overlap the logo's edge. You may also use the TCF Canada logo with the tagline: *Supporting Family When A Child Dies*;
- Who we are: *An international self-help organization for parents who have experienced the death of a child, at any age and from any cause*;
- Contact information for the TCF Canada National Office: website www.TCFCanada.net and toll-free phone number 1-866-823-0141;
- You may want to include the Founding Story, paying tribute to founding co-parents, Joe & Iris Lawley MBE and founder, Rev. Simon Stephens.

Privacy

The Chapter may only publish a child's name, birth and death dates and/or picture if the parent(s) have provided their written permission to do so. An alternative may be to display only the child's first name and date or month of their death, again with the parents' agreement. Personal information of chapter members is not to be included. The exception is Chapter contact information which includes a designated phone number, mailing address and chapter email address e.g. chapter@tcfcanada.net.

Donors' names and lists of Love Gifts are not suitable material for TCF websites and should not be published.

When preparing website content, remember TCF's Mission, Seven Principles, policies and goals and build the site in accordance with each.

Website Links and Posting of TCF National Website Materials

Chapter websites shall not provide links to any commercial websites.

The Chapter is welcome to link to any page on The Compassionate Friends national website (www.TCFCanada.net). However, the Chapter may not copy any part of the national website (including TCF Information Leaflets, Resources and Newsletters) onto the Chapter website. The Chapter website may include a listing or index of national resource materials with links to the appropriate TCF Canada website page to facilitate downloading from the national website.

Advocacy

Just as The Compassionate Friends is not an advocacy organization, TCF Chapters shall not advocate for causes or people on their websites. Similarly, links to external sites are to be avoided as they can imply endorsement of that organization.

Advertisements

The Chapter website is not permitted to display advertising from any business, agency, organization or individual. Advertisements of any type may jeopardize TCF's not-for-profit status and must not be included.

Acknowledgements

Local community organizations or businesses (not individuals) that provide on-going support of Chapter events or activities (not just one-time donations) may be acknowledged using the following wording:

- *The (chapter name) Chapter gratefully acknowledges the financial support of (organization name).*

No additional advertising or links to websites shall be included.

Keep TCF National Informed

Notify the National Office of the chapter's URL and email address. When the chapter website is live, notify the National Office at NationalOffice@TCFCanada.net to request a site review and a link from the national website.

FACEBOOK

Like a chapter website, a Facebook presence can reach grieving families who may not have access to a local TCF Chapter or who depend upon the Internet for support between meetings. Despite Facebook's ubiquitous presence, managing a TCF Facebook Page is a responsibility that must be taken seriously with regular monitoring and reviews. We strongly recommend that a responsible and knowledgeable member be assigned as a Facebook host to ensure that only appropriate material is posted.

The preceding guidelines for Chapter website content apply equally to a Chapter Facebook page. In addition, a TCF Chapter Facebook page shall include the following information:

- The Chapter name and location e.g. *The Compassionate Friends of (name) (province)*;
- The TCF Canada Logo with the tag line: *Supporting Family When a Child Dies*;
- The TCF Mission Statement: *Our mission is to aid in the positive reconciliation of grief and foster the physical and emotional health of bereaved parents and their surviving children*;
- We recommend including the following statement: *The _____ Chapter is a chartered chapter of The Compassionate Friends of Canada, an international self-help organization offering friendship, understanding, grief education and hope for the future to families grieving the death of a child of any age, from any cause*;
- A link to your Chapter website and the TCF Canada national website www.tcfcanada.net. Even if your chapter does not have a website, please list the national website;
- Links to the closed, moderated "TCF Canada Parents", "TCF Canada Leadership", "TCF Canada Siblings" and "TCF Canada Men in Grief" Facebook groups.

Solicitation of funds through Facebook is not permitted.

It is very important to keep control of your Facebook site. Members are not allowed to use either profanity or language that may offend other members. If a discussion deteriorates or causes tension, the Chapter Facebook host must intercede or remove the offending post(s). Ultimately, the host, with the Chapter Leader, will have to decide when posts are detrimental to the group.

External Posts

As the Page or Group grows, Facebook grief groups outside TCF may place posts on the site to make members aware of them. This can become an overwhelming problem and may detract from the purpose of the Chapter page. The host, with the Chapter Leader, may have to establish some rules to manage outside posts or to set up a moderated, closed Facebook group.

SUMMARY

The worlds of social media in general and Facebook in particular, are constantly evolving. These general policies and guidelines are intended to aid Chapters in reaching a wider audience while complying with TCF Canada Policies and Principles. Advice and guidance are always available from the TCF National Office at NationalOffice@TCFCanada.net or toll-free 1-866-823-0141.

(These Guidelines approved by the National Board of TCF Canada – March 8th, 2019)