



SNAPSHOT WORKFLOW

Snapshot is now in its sixth year of publication. It was envisioned by Robbie Robinson as a monthly newsletter to keep members informed of MCC happenings. It was decided initially that the newsletter would be distributed to the membership as an email. However, as the newsletter is available on the website, and to encourage use of the website, members are emailed a link through the MCC communication tool - *mailchimp*.

Target publication of the newsletter is the week-end prior to the first meeting of each month. The Snapshot Editor gathers the information and produces the newsletter either through a word processing document or using the *mailchimp* tools. To produce each monthly newsletter takes about 4 - 5 hours of work as follows:

- Determine an appropriate deadline for receipt of information - taking the various holidays into account.
- Solicit information by email from the President, Directors and all Team Leaders and Team Members.
- Compile the information as it is received and edit same in a word-processing document and proof-read.
- When using *mailchimp* for input, copy and paste each article into an appropriate text box.
- Upload photographs and insert into appropriate image boxes.
- Adjust the colours and fonts for titles and text in each text box.
- Adjust format and information flow, moving text and image boxes as needed to accommodate late-breaking news.
- Link the various topic headlines to the index.
- Proof-read the copy and forward to the Director of Communications for review.
- Once approved, forward finalized newsletter to the website team for uploading.
- Distribute Snapshot to the membership via the *mailchimp* application, providing the website link.