



Embroiderers' Association of Canada, Inc.
Association canadienne de broderie, Inc.

Embroidery Canada & Online Policy and Guidelines

Responsible Board Member: Communications Director

In-force Date: July 2024

Next Review: July 2026

Policy

This policy covers all EAC/ACB publication activities including:

- *Embroidery Canada*
- Website (<https://eac-acb.ca>) with its associated blog (<https://eac-acb.ca/blog>), referred to in this document as “website”
- E-newsletter, known as *eThreads*
- Social media account(s), such as:
 - Facebook (<https://www.facebook.com/EmbroideryCanada>),
 - Instagram (<https://www.instagram.com/embroiderycanada/>)

Embroidery Canada and the EAC/ACB website are official publications of the Embroiderers' Association of Canada, Inc./Association canadienne de broderie, Inc. (EAC/ACB). *Embroidery Canada* and the website, e-newsletter and social media account(s) shall:

- Reflect the aims of EAC/ACB and will encourage and promote the practice and knowledge of the art of embroidery in all its forms
- Be an educational tool to help maintain high standards of design, colour and workmanship
- Observe all copyright regulations
- Be used to promote EAC/ACB technique study courses, projects (cyber, email and owned), programs, events and business activities of the EAC/ACB and its chapters

The annual general meeting notice shall be published on the EAC/ACB website and in the *eThreads* newsletter, advising the meeting will be the first Saturday in March. Instructions for accessing published materials required by members to prepare for the annual general meeting shall be published on the EAC/ACB website, and in the *eThreads* newsletter. Notice that the related materials are on the website and will be published in the *eThreads* newsletter.

The cost of the *Embroidery Canada* magazine will be kept at the most practical and economical level. A budget will be established and approved by the EAC/ACB board of directors. An honorarium will be paid to the author/designer of any published **project**. The author of an article shall receive the honorarium if the **article** has a word count of 750 words or more. Currently, published member contributors receive three copies of the magazine by bulk mail. The editor may grant an honorarium if this criterion is not met due to editing. Honorariums are not to be paid to board members and appointees who are fulfilling their responsibility with the EAC/ACB or to chapters reporting on their activities.

Embroidery Canada shall be mailed as a printed copy to all members with a printed copy to be held in the Library.

Starting with the Fall 2026 issue; the submission dates will be updated to:

April 15th for the Fall issue

Oct 15th for the Spring issue

Additional social media accounts will be created only with board approval, after careful consideration in regards to the amount of work required to establish and maintain an effective presence.

While the EAC/ACB will make every effort to ensure the accuracy and completeness of website content, the EAC/ACB does not guarantee the continuing availability, quality, accuracy, or completeness of any information on the website. In the event of a discrepancy between content on the website and the information contained in official records of the EAC/ACB, the information contained in official records will be deemed as accurate.

The website and social media account(s) may provide links to external websites and online materials that it feels will benefit its members and/or encourage and promote the practice and knowledge of the art of embroidery in all its forms.

The EAC/ACB does not make any representation or warranty, expressed or implied, concerning the accuracy, quality, likely results, or reliability of the information contained on externally linked websites.

External communications received as comments on the EAC/ACB website, blog or on social media accounts is not considered official communication. All official inquiries must be submitted by email, mail or telephone.

Guidelines

Content

The content of EAC/ACB publications shall be diverse enough to encourage the beginner and stimulate the most experienced needleworker.

Directors and appointees are responsible for the content and materials of their submissions. EAC/ACB publications will spotlight Canadian content as much as possible. Preference will be given to submissions from EAC/ACB members.

The publication of submissions is at the sole discretion of the communications team based on the following guidelines:

- Needlework and related information that may be of interest to members
- Introduces new techniques or concepts that may inspire members
- Serves the governance and/or fiduciary needs of the EAC/ACB
- Promotes EAC/ACB or chapter courses, awards, events, programs, fundraising or other activities, as well as the next year's annual seminar brochure in the fall issue of *Embroidery Canada*

Responsibilities

Communications Director

The communications director is responsible for maintaining and updating this policy. The director is the chair of the editorial committee.

Editor

The *Embroidery Canada* editor is a contract position.

The job description for the editor outlines the responsibilities of the position.

Technical Specialist

The Technical Specialist is a contract position.

The job description for the Technical Specialist outlines the responsibilities of the position.

E-newsletter Editor

The *eThreads* e-newsletter editor is an assistant position.

The job description for the *eThreads* e-newsletter editor assistant outlines the responsibilities of the position.

Editorial Committee

The editorial committee assists the communications team with meeting the needs of members through *Embroidery Canada*.

The communications director may appoint committee members as required. Representation on this committee shall be national.

The job description for the editorial committee volunteers outlines the responsibilities of the position.

Proofreaders (for *Embroidery Canada* and *eThreads*)

Proofreaders are volunteers who assist the editor of *Embroidery Canada* and *eThreads*. There are currently six proofreaders.

The proofreaders for *Embroidery Canada* and *eThreads* are chosen respectively by their editors.

The job description for the proofreader volunteers outlines the responsibilities of the position.

Translators (French/English)

Translators are volunteers who assist the Communications team with translating select content (determined by the Editor) into Canada's two official languages. The President's message is always translated into both official languages.

The job description for the translators outlines the responsibilities of the position.

Other Positions

As required, other positions may be developed to meet the needs of EAC/ACB for the timely and effective publication of *Embroidery Canada* and online content.

The Membership Director provides sorted lists for the mailing of *Embroidery Canada*.