

## Web Site Photo Policy and More

### Updating Your Web Page

Keeping the CBE website current is critical. As anyone knows from tooling around online, visiting a site that posts outdated and obsolete information doesn't leave a good impression.

Make a habit of reviewing your committee's activities and be sure to remove anything outdated, i.e. links to events that have come and gone, past year's committee chair/members, list of last year's calendar, e-mail addresses or phone numbers that are no longer applicable, etc.

- **To make minor changes**, such as remove and add names or to change a sentence or paragraph of text, please e-mail the changes along with the URLs you wish to address to Susan Berger at [bethemethcybermaven@gmail.com](mailto:bethemethcybermaven@gmail.com)
- **If you should have large re-writes** of existing pages, it's best to copy and paste the existing page content into a Word document, make the changes, and send then document to Susan Berger as an attachment. Please include the URLs.
- **Photos** also may be sent as attachments. It's best to use a jpg, gif or tif file format. Be sure that you have permission of the individuals in the photos you wish to use. (See *CBE Photo Policy*.)

### Event Wrap-Ups

When organizing your event, think ahead to have someone involved in the planning write a small summary of the event--a paragraph or two--and take some photos of the program. The summaries/photos can be sent to *The Shofar*, our website and possibly be submitted to *The Washington Jewish Week* or other publications. After-the-fact publicity also serves a purpose! Please submit your articles to Karin Twilde-Sheifer, or Ellen MacDonald at [cbe-va-commcomm@yahoogroups.com](mailto:cbe-va-commcomm@yahoogroups.com) within a day following your event.

### Photo Policy

CBE developed a policy to inform guests at all CBE events that their photos may be used for CBE publicity purposes including the website. The onus is on attendees who do not wish to be photographed to inform a staff member of their wishes. Additionally, we need to adhere to the request of those families who completed the

photo opt-out forms at the time of Preschool and Religious School registration expressing that their children not be photographed.

The following language should be prominently displayed at all CBE events. Laminated mini-posters of this information is available the main office, as well as the BEECC and Religious School Offices, to use during your events. Please be sure to return them at the event's conclusion.

***Photographs will be taken at this event which may be used in Congregation Beth Emeth's publicity and promotional materials. Please notify a staff person directly or in writing if you do not wish your photo to be used.  
Thank you!***