



A Club's Guide to Communications

For *Reflections*, SolivitaHOA.com,
& the Community TV Channel

SolivitaHOA.com

All registered Solivita clubs can have a web page on SolivitaHOA.com, although it is not required. To register as an official club, contact the Lifestyles Department at 863-427-7125 to obtain the necessary paperwork.

A club web page will be created when a member of your club fills out and returns the Club Administrator Agreement Form for SolivitaHOA.com. The form should be returned to the Communications Department. The Club Administrator is the person responsible for populating the club's web page. Any club member can become an administrator, as long as they have signed in to SolivitaHOA.com and created a username and password. We recommend that each club have 2-3 administrators in case someone is not available.

To remove a Club Administrator or delete a club page completely, send an email to the Communications Department. A reminder to check your administrator list periodically to make sure it is up-to-date. Please allow 2 business days for all requests to be processed.

SolivitaHOA Club Administrator Agreement Form

SolivitaHOA Club Administrator Agreement Form

SolivitaHOA.com is the Solivita Community Website and is to be used for Solivita business only.

SolivitaHOA.com is a communication tool for the community and provides a page for each Solivita chartered club. As Club Administrator for _____, your responsibilities include population and management of the club's information within SolivitaHOA.com. The guidelines of SolivitaHOA.com are:

(Print Club Name)

1. There will be no publication or posting of any information (either text or pictures) of a sexual, vulgar, defamatory, or harassing nature or other information deemed inappropriate. Periodically, Solivita will review the content of the site and remove any information considered inappropriate or not exhibiting the standards of Solivita or violating the governing documents.
2. As the administrator, you will not share your user name and/or password. Each administrator will have their own access information. Requests for changes to the Club Administrators will be communicated to and discussed with Communications.

By signing below, you agree:

1. To abide by the guidelines as established above.
2. And acknowledge that **any violation to the above guidelines may result in the club losing its privileges to the website and within Solivita.**

These guidelines are subject to change.

Administrator Email

Date

Administrator Name (Printed)

Administrator Signature

Date Submitted

Date Approved

Communications Representative

Notes: _____

Community TV Channel

Only approved Solivita clubs can advertise on the Community Channel and the event being advertised must be sponsored by the club. The Communications Department retains full editorial control over all Community Channel content. This includes revisions or complete alteration of submitted text and designs at the sole discretion of the department.

Email Submissions/Questions/Comments To: communitychannel@evergreen-LM.com

Slide Schedules:

All Community Channel slides will run on one of the following schedules:

- **Standard Schedule:** Event slides can run up to 8 weeks prior to the event date. At that time, slides will run 3 days a week (Saturday, Sunday, Thursday). When the event is 4 weeks away, the slide will begin running daily.
- **Modified Schedule:** For events that require advanced sales (such as cruises, trips, etc.), clubs can request that a slide run 30 consecutive days. Events on the fixed schedule can be advertised up to two years in advance. Once the event slide runs for 30 days, it will not be permitted to run for 60 days unless a new promotion is available. The modified schedule request must be made with the original content submission.

Content Restrictions:

- Each slide should contain only essential information. Remember, each slide is only on screen for 10-13 seconds.
- Each slide should include no more than 2 contact names and phone numbers.
- Each club can have up to 3 slides running at one time.
- Generic slides (slides that advertise recurring events) are not permitted. All club slides must promote a special event, such as a speaker, election, etc., to run on the Community Channel.
- Club events that are sold out will be removed from the schedule.
- If an event is cancelled and a slide is already running, a cancelled banner can be placed on the slide at the club's request.

Slide Design:

Communications designs all slides for the Community Channel.

Requesting a Design by Communications:

- Please allow no less than five (5) business days for your slide to be posted.
- Submit an email request for a Community Channel slide including the most important details about your event typed into the body of the email (suggestions: event name, club name, date, time, location, price, contact).
- Clubs are encouraged, but not required, to email images (location photos, logos, etc.) with their original request. Images should be attached to the email in JPEG or PDF format. There is no guarantee that submitted images will be used in the final design.

- Once posted, revisions will not be made to slides for omissions or errors made by the club.
- Communications strives to provide quality slides that are consistent with the overall look of the Community Channel. Due to time constraints, slide text, images, and layout will not be revised unless the design reasonably interferes with one's ability to read the information.
- Proofs will not be issued for any slide prior to posting on the Community Channel.

Reflections

The Communications Department retains full editorial control over all *Reflections* content.

Email Submissions/Questions/Comments To: newsletter@avcommunities.com

Deadlines:

All deadlines are subject to change. Deadlines are published two months in advance in each edition of *Reflections*. Clubs are encouraged to reference the monthly listing for deadlines, as some change due to press schedule, holidays, etc. The below information is for general information only.

- Newsletter Articles & Calendar Submissions:** Typically due on the 1st of the month prior to publication (Ex: For March edition, submissions due on February 1st). If the 1st falls on a weekend or holiday, submissions are typically due the last business day before the 1st. *Please check the deadline box in each edition of Reflections for exact dates.*
- Newsletter Inserts:** This deadline varies, but is typically around the second week of the month prior to publication (contact Doug in Communications for dates). All club inserts are reviewed by Communications for style and consistency, and must be approved before they are copied. Clubs will be given the insert quantity for the month once the insert has been approved. The club is responsible for submitting the correct number of inserts by the deadline and providing 2 volunteers to attend the newsletter assembly for that month. *If you wish to have your inserts copied by the printer, please contact Doug for further information regarding pricing and payment.* Clubs that submit less than the required amount may not appear in the desired month or may be restricted from submitting future inserts. Inserts that are not approved in advance will not be placed into *Reflections*.

Please send all requests (calendar, newsletter, club meeting list) separately. You will receive a “thank you” confirmation within 1-3 business days for every submission received. If you do not receive a confirmation for all of your submissions, then it is likely they were not received and, thus, may not be published in the newsletter. Please follow up by contacting Overflow at newsletter@avcommunities.com or 813-501-7220.

Guidelines for Calendar Submissions:

Sample Calendar Submissions:

The Solivita Travel Club meets on the 3rd Wednesday of every month at 7pm in RSF2:

January, 20th

February 17th

March 17th

April 21st-CANCELLED...

The Solivita Travel Club meets every Monday at 3pm in the Ballroom.

Solivita Travel Club

Event	Date	Time	Location
January			
Regular Meeting	Monday, January 4th	4pm	MSB
Game Night	Wednesday, January 20th	6pm	Ballroom
February			
Asia Lecture	Friday, February 12th	7pm	RSF2
Regular Meeting	Monday, February 15th	4pm	MSB
Game Night	Thursday, February 25th	6pm	Ballroom

- All clubs must submit a request to be included in the *Reflections* calendar. This can be done monthly or for the whole year.
- Make sure you specify that the information is for the calendar in the subject line or body of your email.
- Please include your club name in the subject line of the email (ex: Travel Club April Calendar).
- All submissions must include date, time, club name, event, and location (ex: 4/10, 7pm, Travel Club Meeting, Ballroom). Requests that do not include all necessary information will not be published.
- If you email your calendar submission, you will receive a “thank you” confirmation within 1-3 business days. If you do not receive a confirmation, please email newsletter@avcommunities.com or call 813-501-7220, as it is likely the submission was not received.

Yearly Submissions:

- Submissions are good for one calendar year and **DO NOT** carry over to the following year.
- Double check your meeting dates and be sure to note any cancellations due to holidays, etc. If you list a meeting on a holiday, it will be included on the calendar.
- If you have a monthly meeting, such as the 3rd Wednesday of every month or the 1st and 3rd Tuesday, please list the date(s) for each month (10/21, 11/18, 12/16). There is no need to list dates if your group has weekly meetings (every Wednesday at 3pm).

Guidelines for Article Submissions:

Submission of an article does not guarantee publication in the desired month. Space limitations may require some content to be held for a future publication.

- Club articles should be 100 words or less and must contain fresh content. The same article will not be repeated 2 months in a row.
- Be sure to provide your club name in the subject line of the email (ex: Travel Club April Article)
- If you email your article, you will receive a “thank you” confirmation within 1-3 business days for every submission received. If you do not receive a confirmation, please email newsletter@avcommunities.com or call 813-501-7220, as it is likely the submission was not received.
- Club Articles can be submitted in the body of the email or in a Word Doc. Please do NOT send articles in a PDF or PowerPoint file.

Community Event Articles

- If an event is open to the entire community, clubs can request that an article run in the Community Events section instead of the Club Articles section.
- Events can be advertised in the publication the month before and month of the event. (For example, if your club event takes place on April 15th, you may run a Community Event Article in the March AND April newsletters.
- We kindly request that Community Events that will be running in two editions of *Reflections* be revised for the second submission.
- Clubs can run both a Club article and a Community Event article in the same month. However, the content of the articles must be different and not promote the same event.

Guidelines for Picture Submissions:

Submission of a picture does not guarantee publication.

- Pictures are published only if they meet the required specifications (high resolution images - original/actual size) and space is available in the layout.
- Pictures/logos should be emailed as an attachment in JPEG, TIF, or PDF format and NOT embedded in the body of the email and NOT embedded in a Word Doc.
- Small, low quality pictures and photos that are out of focus will not be published.
- Email is preferred and produces a better result, but hard copy photos can be dropped off at Communications to be scanned.
- Photo Captions may be submitted with the photos in the body of the email. Please only submit short statements explaining what is happening in the photo or naming the people pictured. *Please do not use the caption as a continuation of your club article or as a way to include additional club information not related to the photo, as this will be included in the word count for your Club Article.*
- If you are submitting a photo from a mobile device, please ensure you are sending the image in the original or actual size, as many email programs automatically size down images for emailing purposes. Please select "original/actual/large" before sending the image. If you would like step-by-step instructions, please contact newsletter@avcommunities.com.

Club Meeting List Reminder: The content of the Club Meeting List does not have to be submitted monthly. Once information is submitted, it will remain on the list until a change is requested by the club. Do not forget to check the Club Meeting List periodically to ensure the meeting and contact information is still accurate. If you have a change, please email the correction to newsletter@avcommunities.com and specify that it is for the Club Meeting List. Information you have updated with the Lifestyles Department is not automatically updated in *Reflections*. A separate request will need to be made directly to *Reflections* staff.

To be included on the Club Meeting List, please send the following information to newsletter@avcommunities.com:

- Club Name
- Meeting Day
- Meeting Time
- Meeting Location/Room
- Contact Person's Name
- Phone Number
- Email Address
- Club Information on SolivitaHOA.com - Yes or No