

Old Rag Master Naturalists Communications Guidelines

The purpose of this document is to provide a listing and description of the online communication resources available to the Old Rag Master Naturalist membership.

Website: Old Rag Master Naturalists

Location: www.oldragmasternaturalists.org

The Old Rag web site is the primary location to post information of general interest to the public and reference information for members. Examples –

1. Calendar – Dates and locations of upcoming events
2. Contact information for members
3. Approved projects and advanced training
4. Reference documents, forms, and official chapter records
5. Information about our partners and logo merchandise
6. Articles about projects and other topics of interest to naturalists

Members are responsible for updating their own contact information and posting calendar items. Members are invited to submit articles of general interest and photographs of members engaging in master naturalist projects. Chapter officers and at least one member of each committee have had training and can assist you with posting articles and photographs.

It is possible to access Google Group, Facebook, and the Virginia MN Reporting System from the Web site by going to Member Login.

Website: Virginia State Master Naturalists

Location: www.virginiamasternaturalists.org

The Virginia Master Naturalist Website is for information about the program as a whole and to access Web sites and contact information for other chapters in the state. It is also possible to access the reporting system from that site.

Website: ORMN Facebook page

Location: <https://www.facebook.com/groups/404877696263883/>

Facebook is a vehicle for sharing information and pictures among members. Although calendar items are frequently shared on Facebook, only about half our members currently use it. Use the Google Group for new calendar items.

Facebook is also a good resource to educate non-members to join, and members are encouraged to add their friends to our Facebook page. Keep in mind that not everyone who reads our Facebook page is a member of ORMN.

ORMN Google Group

Location: OldRag-MN@googlegroups.com

Google Group is the primary vehicle for communicating information all members need to know, such as meeting notices, project and training opportunities, and information all members need to get. Members are responsible for signing up for the Google Group and can choose how they want messages delivered – as they are posted or in a daily digest.

Some people like to engage in discussions about species and other nature topics that are not suitable for Facebook. While the Google Group is an acceptable vehicle for this kind of communication, please use it judiciously, because not all members have high-speed internet connections, and it is discourteous to them to overuse this tool. An option for these kinds of communications is the master naturalist blog, <http://virginiamasternaturalist.blogspot.com/2009/03/old-rag-master-naturalists-receive.html>.

Again, remember, there are people on the Google Group who are not ORMN members. Although we do have to “accept” members, we have given access to our partners, former members, and others who are important supporters of the Master Naturalist Program.

Website: Virginia Master Naturalist Volunteer Management System (VMN-VMS)

Location: <https://virginiamn.volunteersystem.org/UniversalLogin.cfm>

The VMN-VMS website is used for reporting volunteer and advanced training/continuing education hours. Instructions on how to use the system are located on the Home page.

Tips for the courteous use of these tools:

- 1) The names of owners and exact addresses of private property where events are held should not be posted on Facebook or on public pages of the Web site.
- 2) Photos of children should not be posted.
- 3) Thank yous, compliments, and RSVPs are welcome, but should be directed to the individual recipient, not the entire Google Group. To do this, FORWARD the message to the sender; do not click REPLY.
- 4) It is helpful to everyone if the subject of the email is clearly stated in the subject line. Those who are not interested in that topic can choose to delete, rather than read, that email.