



CAMERA CLUB

SNAPSHOT WORKFLOW

Snapshot is now in its fourth year of publication. It was envisioned by Robbie Robinson as a monthly newsletter to keep members informed of MCC happenings. It was decided at the outset that the newsletter would be distributed to the membership as an email - not as a link.

Snapshot is distributed via Constant Contact on the week-end prior to the first meeting of each month. Content must be inserted into Constant Contact while working online. 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 information as it is received and edit same in Word.
- Proof-read the copy.
- Working online, copy and paste each article into its Article Box in Constant Contact.
- Upload photographs and insert into appropriate Article Box.
- Adjust the colours and fonts for titles and text in each Article Box.
- Adjust format and information flow, moving Article Boxes as needed to accommodate late-breaking news.
- Link the various topic headlines to the Index Box.
- Proof-read the copy
- Distribute Snapshot to the membership via the Constant Contact DB.