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## Communications Policy Version 1.1

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### **Introduction:**

The club makes use of numerous communication mechanisms to communicate with its members.

Our communication/s will be timely, appropriate and generally related to club business.

Direct communications from the club will be from members of the committee, coaches and via on-line social systems such as “facebook” and the web-site which will be managed by members of the committee.

The committee includes a “communication” officer who has responsibility for:

- Web-site access and content.
- Creation of periodic electronic news letters.
- Development and control of on-line member surveys.
- Recommending relevant technologies for use by the club.

## 1. What the club requires of you?

The club expects members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the club. Electronic communication:

- should be restricted to club matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members and comply with the clubs privacy policy
- must not bring the club into disrepute.
- Coaches and others who work with children and young people must direct electronic communication through the parents of minors.

### **Non-compliance:**

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in the clubs member protection policy.

**Note: Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an Internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police. Keilor St-Bernards will co-operate with all appropriate organisations such as the police.**

## 2. Electronic systems:

The club makes use of numerous communication mechanisms each with their own capabilities and peculiarities.

### **Web-site:**

URL: [WWW.KSBATHS.ORG.AU](http://WWW.KSBATHS.ORG.AU)

- The club website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- The club committee “communications officer” will be responsible for the content, tone and management access to the web-site and its underlying file system/s.
- No offensive content or photos will be published.

- The club photography policy requires that a member on joining or renewing membership notify the club in writing if they do not wish to have their (or their families) images published on the club web-site.

### **3. SMS and email:**

Committee members, coaches and team managers may use SMS and email to provide information about competition, training, club-sanctioned social events and other club business, however:

- SMS and email messages will be short and about club/team matters.
- communication involving children where possible will be directed through their parents.
- SMS and email may be directed to individuals or may be “broadcast” to all or groups of members.
- The size of attached images or documents will be kept to a minimum.

The club may periodically distribute an email based “newsletter” via the Internet and collect anonymous statistics about the recipients response to the newsletter which enables the club to monitor the effectiveness of the technology and the newsletters reception.

### **4. Social media - (Facebook, twitter, etc)**

The club will make use of current “social” media to conduct its operations and communicate with members and support inter-member communications for club and social purposes.

- Access to social media and the content of such media will be monitored and managed by club committee members.
- New social media systems may only be created/utilised by committee members on behalf of the club after due consultation with and the support of the full club committee.
- The club will treat all social media postings, blogs, status updates and tweets as public ‘comment’.
- Postings (written, photos or videos) must be family-friendly and feature positive club news and events.
- No personal information about our members must be disclosed.
- No statements will be made that are misleading, false or likely to injure a person’s reputation.
- No statements may be made that might bring our club into disrepute.

- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible may be blocked from the site/s or face further sanctions as per the “Member Protection Policy.

## **5. Telephone:**

Land-line or mobile telephones may be used to communicate with members as required by committee members, coaches and team managers.

- Coaches and others who work with children and young people must direct phone communication through the child’s parents.
- Members must in accordance with the requirements specified in section 1 “What the club requires of you!”.
- Phone calls should be of a reasonable duration and at an appropriate time of the day.