



# GLYC POLICY DOCUMENT

Policy	Communication Policy
Further Information Contact	Wendy Gardiner
Date Adopted By CoM	July 2015
Implementation Date	July 2015
Last Reviewed	August 2017
Next Review Due	August 2020

## Our commitment

Electronic communication is essential for sharing club news and information with all GLYC members. Communication will be timely, appropriate and related to club business. The primary Club email address is [glyc@sailglyc.com](mailto:glyc@sailglyc.com) and all correspondence with the Club is preferably sent to this address.

*GLYC operates at all times as defined in our Code of Conduct, and in relation to communications on the values of:*

- **Honesty:** *The Club will never knowingly mislead the public, media or members on any communication.*
- **Transparency:** *The Club will promote openness and accessibility in dealings with the communications, whilst complying with the law and maintaining confidentiality when appropriate.*
- **Clarity:** *All communications will be written in plain English*
- **Balance:** *Information provided by GLYC will as far as humanly possible be objective, balanced, accurate, informative and timely.*

## What we will do

GLYC will use a range of electronic tools to communicate with its members.

All GLYC communication will protect members' privacy, maintain clear boundaries, and will be delivered in a respectful manner to all parties.

## Print & Electronic Media

- All contact concerning broadcast media (TV, radio, newspaper) issues in relation to GLYC will be referred to the Commodore, or in the Commodore's absence, through the Secretary.
- The Committee shall designate no more than three persons at any time to have administrator rights for the Club website, the Facebook page and publication of eFlash

## Website

- A webmaster will be appointed and in conjunction with the Secretary will provide accountability and control over material published on the GLYC website.

[Type here]

- The GLYC website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos are to be published.
- If GLYC intends to publish a photo of a child, it must first seek permission from his or her parents or guardian and take care not to provide identifying information.
- GLYC will seek feedback from members at regular intervals to improve the information available on the website.

### Newsletters

- eFlash is used weekly (or as required) to advise of events and timing matters, it is not for general dissemination of information.
- Wanderer is the primary monthly means of communicating Committee and Club information to members.

### Emails

- Only the Club email address ([glyc@sailglyc.com](mailto:glyc@sailglyc.com)) is to be posted on the Club website and all email correspondence to the Club, whether from members or external, should be made through this address. The Secretary will forward emails to the relevant Officer on receipt.
- All formal correspondence with the external world (Shire, YV, grant applications, service providers) should be sent out by the Secretary from this address. Portfolio specific emails (bar, sponsorships, merchandise, Discover Sailing) are not bound by this requirement.
- GLYC Committee members, coaches and team managers may use email directly to members to provide information about competition, training, club-sanctioned social events and other club business, however:
  - Email communication *is to be accompanied with a standardized signature block*
  - All-of-Club emails may only be sent by Committee members
  - Communication involving children will be directed through their parents.
- If particular Club officers do not wish to use their personal email addresses for incoming and outgoing Club emails, they may create [portfolio@sailglyc.com](mailto:portfolio@sailglyc.com) or [portfolio@isp.com](mailto:portfolio@isp.com) addresses. It is generally expected that email that needs to be passed from one committee to the next will pass through [glyc@sailglyc.com](mailto:glyc@sailglyc.com)

### Social media websites

- A manager will be appointed and in conjunction with the Secretary will provide accountability and control over material published on the club's discussion groups or social media websites, such as Facebook, YouTube or Twitter.
- GLYC will treat all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photos or videos) will be family-friendly and feature positive club news and events.

[Type here]

- No personal information about GLYC members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring GLYC into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.
- Social media will not be used to promote individual businesses, unless the business is a sponsor of GLYC through advertising fee or other financial contribution

### **What we ask members to do**

GLYC expects its 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 GLYC 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
- must not bring GLYC into disrepute.

Coaches and others who work with children and young people must direct electronic communication through the child's parents.

### **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 our Member Protection Policy or Code of Conduct.

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.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

[Type here]

## **Processes ( for Communications administrator use)**

### **Posting to social media**

Before social media posts are made, Committee of Management and/or volunteers should ask themselves the following questions:

- Is the information I am posting, or reposting, likely to be of interest to GLYC's members?
- Is the information in keeping with the interests of the Club, its constituted aims and the GLYC Communications Policy?
- Could the post be construed as an attack on another individual, organisation or project?
- Would GLYC's sponsors be happy to read the post?
- If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- If reposting information, is the original poster an individual or organisation that GLYC would be happy to associate itself with?
- Are the tone and the content of the post in keeping with other posts made by GLYC? Does it maintain the Club's overall tone?
- Does this item constitute an advertisement for a business other than a business that is a sponsor of the club?

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the Communications Officer/Executive Member.

### A Guide to Using Facebook

#### Group v Fan Page?

Facebook is divided into individual profiles, group and fan pages.

The choice between a group and a fan page is an important one in that a group page is a closed membership with an 'invite only' philosophy designed for organisations who want to restrict their information to members only. Fan pages on the other hand are designed to expose the organisation to the outside world and gather fans.

So if your club is interested in communication tools only, we recommend you set up your team's page as a 'group page' to ensure you have greater control over who joins and contributes. To set up a group page you have to have an individual account.

#### Creating and Maintaining your Club's Fan Page

A fan page is a serious marketing tool as well as communication tool for your club. After creating a fan page, the club gives its fans, sponsors and supporters the opportunity to like and join the page by putting out a call to join.

When a fan 'likes' a club's page, there is an automatic notice posted in the 'Likes' section of the fan's page which can be seen by all the fan's friends. So the club's page is exposed to more and more

[Type here]

people each time a new fan likes the club page, this is called “reach”. The more fans, the higher the reach of any of the messages the club posts on their fan page.

This concept is very important to potential sponsors, as they will be very interested in how far a club’s reach is. Clubs that have many fans – a high reach – give potential sponsors an avenue to reach more potential buyers. Therefore, having many fans is a powerful achievement for clubs and one they can use to secure sponsorship.