



# POLICY AND IMPLEMENTATION PLAN

<b>NAME</b>	Communication
<b>Date of last revision</b>	August 2020
<b>Committee Approval date</b>	October 2020
<b>Date of next review</b>	October 2023
<b>Responsibility</b>	Secretary

## Our Commitment

GLYC is committed to operating with a high level of integrity in relation to communications. At all times, we will adhere to the principles of our Code of Conduct and Communications will be based 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.

## Purpose

The purpose of this policy is to guide Committee Members and Club Members in the safe and appropriate use of various forms of communication

## Policy statement

GLYC uses a range of electronic tools to communicate with its members. GLYC may have a presence on social media websites such as Facebook or Twitter, but GLYC will not use its own server(s) to host user generated content.

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

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

## Guidelines for Implementation

### 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.
- 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

- The eFlash email is used weekly (or as required) to advise of events and timing matters, it is not for general dissemination of information.
- The Wanderer newsletter 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 a separate email address for this purpose. 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)

## Non Compliance

Any committee member or general member who breaches our Communication Policy will be dealt with following the guidelines set out in our Rules of Association.