



## Insch Cycling Club COMMUNICATIONS POLICY

### Purpose

Communication is key to success in a sports club and Insch Cycling Club ('the Club') do not underestimate this. We use a range of platforms to communicate with members and riders. This policy is to ensure that all oral and written communications between participants within the Club and between the Club and external parties are transmitted efficiently; are clear, courteous and constructive; and are dealt with in a prompt and professional manner.

### Scope

This policy applies to all Ride Leaders, Committee Members, Riders and volunteers.

### Verbal Communications

- Volunteers and Riders are each responsible for creating an environment where matters can be raised openly and resolved between them in an amicable fashion.
- If an individual has any issue with another (e.g. riders or volunteers) they must approach the individual and attempt to discuss the matter in a sensitive, objective and professional manner.

### Electronic Communication

The Club uses a range of platforms to communicate with our members. Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

Our committee have accountability for and control over material published on the Club's website, and social media websites, such as Facebook, Instagram and Twitter published by the Committee on behalf of the Club. The Committee shall monitor any related discussion groups and comments on such posts to ensure that any communications are in line with this policy.

### Website

- Our website will include current information on competitions, social events, committees, policies, constitution etc.
- No offensive content or photos will be published.
- We will seek feedback from members to improve the information available on the site.

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**Due for Review:** November 2022



### **SMS and Email**

Committee Members, may use SMS and Email to provide information about competition, training, club-sanctioned social events and other club business, however:

- Text messages should be short and about club matters
- Email communication will be used when more information is required

### **WhatsApp Groups**

WhatsApp Groups may be created by the Club, for specific events or subjects, to supplement main communication (email).

- Participation in WhatsApp groups shall be considered voluntary, and members can opt out by their own accord, by removing their subscription to the group(s) at any time.
- With the exception of 'Introductory Rides', WhatsApp Groups will be restricted to members only.
- Introductory Rides group may include prospective members participating in Introductory Rides.
- Insch CC Rides WhatsApp Group should relate only to rides or activity organisation, or club matters
- Additional Chat Groups may cover other topics, but should remain related to subjects of cycling and be considered of interest to club members
- No offensive content should be posted
- The committee shall periodically remind users should subject matter deviate unnecessarily or be considered not suitable, however it is the responsibility of all group participants to consider before posting and to comply with this communications policy

### **Social Media**

- We 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.
- No personal information about our 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 our club 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.

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## **What we ask you to do**

We expect our 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
- must not bring the club into disrepute.

## **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.

For more information on how we use personal data, please refer to our Data Use Policy.

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