



Kalamunda Districts Rugby Union Club

COMMUNICATION POLICY

Our commitment

Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate and related to club business.

What we will do

We use a range of electronic tools to communicate with our members.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

A "Communications Coordinator" will be appointed by KDRUC to provide accountability and control over material published on our club's website and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter.

Website

- Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information. Permission to take and publish photographs of registered Kalamunda Districts Rugby Union Club players under the age of 18 is assumed to be provided by the parent/ guardian as part of registration (detailed in the registration documents).
- We will seek feedback from members to improve the information available on the site.

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 messages should be short and about club/team matters
- Email communication will be used when more information is required
- Communications involving children will be directed through their parents.

Social media websites

- 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.
- All posts to Club forums will be limited to approved members (i.e. communications coordinator, committee members, coaches and team managers).
- General member posts will be limited to private (closed) groups unless reviewed by an approved member.
- No posts promoting third party businesses, organisations or other sports not associated with the Club shall be made on KDRUC social media sites.
- All KDRUC social media sites (Club & team) will be controlled by the Club's *Communications Coordinator(s)*. No imagery, logos, information, or photographs can be used on independently run sites relating to KDRUC without prior written approval of the Communications Coordinator.

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.

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.

**For information regarding the Kalamunda Districts Rugby Union Club
Communications Policy, Website and Social media sites please contact our
Marketing Coordinator:**

marketing@kalamundarugby.com.au