



Communications Policy

1 Preamble:

This policy is administered by the FCC Communications committee on behalf of the FCC Board. It forms part of the documented procedures published from time to time to assist in the smooth operation of the club and forms a supplement to the FCC Policies and Procedures.

The primary aim of this policy is to define the overall objective, approach and management of communications with FCC members and the public.

2 Overall Objective

- Contribute towards providing a professional public image for the club
- Improve communication within the club and within the paddling community
- Promote the club to potential new members
- Advertise events, courses, and various other products and services provided by FCC members, FCC and other affiliated bodies such as other clubs, CV and AC.
- Control information published by the club so that it is accurate, relevant and timely and complies with this Policy

3 Overall Approach:

Five types of communications are covered by this Policy:

- Website – www.fairfieldcanoecub.org.au
- eNews – weekly newsletter emailed out to subscribers
- Facebook – facebook page at <https://www.facebook.com/FairfieldCanoeClub>
- Survey – electronic surveys sent rarely, designed to gather statistical information for specific purposes
- Items placed around the club in the history cabinet, on walls, windows and noticeboards including posters, reference material, photos, memorabilia and advertising

All aspects of these communications are controlled and managed by the FCC Communications Committee.

4 Content

Where possible all digital based items will first be added to the website, then if appropriate links to these are added to eNews and the content posted in Facebook.

Content can include:

- Interesting stories, photos and video of kayaking and FCC activities including events and races both past and future.
- Content focus to be on FCC but can cover State, National and International levels where not a duplication of material provided by CV or AC
- Postings from others to be of interest to potential or current FCC members
- Postings from members including wanted and for sale advertisements of canoeing related items.
- Where posts contain photos these are to be limited to less than 10 per post.

The Communications Committee, may at any time, remove or change user items, postings or comments. While FCC encourages members to contribute to noticeboards, website and facebook they may decide not to publish or remove a particular posting.

Published material cannot contain defamatory or offensive material.

Material of a commercial nature including the naming or linking of commercial websites is prohibited except when related to a paddling event or function which has one or more sponsors.

The FCC website and facebook page will display the FCC copyright notice refer appendix 1

5 Website:

The FCC website is available globally.

A separate secure area is available only to current Board members for central management and access to working copies of documents.

All content added to the website may be shared on the FCC Facebook page while extracts with links to this content should be added to eNews in the week following publication.

The website will include the Copyright and Privacy Statement and the Disclaimer – refer Appendix 1 & 2

6 eNews

eNews is emailed weekly to all subscribers, it provides weekly club and paddling related news via email to subscribers as well as a summary of recent items and events on the FCC website.

Subscription to eNews is available to FCC members and non-members via a link on the FCC website.

As the majority of items in eNews will have links to items/events already published on the FCC website, eNews promotes the FCC website and facebook page.

7 Facebook

The communications committee will monitor the use of the Fairfield Canoe Club name on Facebook and report any unapproved groups, pages or events that purport to be bona fide FCC material.

Most Facebook content would first be published on the FCC website and then posted from there onto Facebook.

FCC members with events or other content to publish should either post it on the FCC Facebook page or email it to the FCC Facebook administrator at communications@fairfieldcanoecub.org.au

The Communications committee will manage the allocation of both the Administrator and Editor roles which in turn have the following responsibilities:

Administrator Responsibilities

- Manage all aspects of the Page including sending messages and posting as the Page, creating FCC ads, monitoring posts and comments by others and viewing results of insights
- Assign Page Roles.
- Ensure ALL postings contain accurate information and do not breach any of the User Guidelines below
- Check Photograph and Names Permissions to the best of ability
- Take down any inappropriate or unwelcome content (content that is discriminatory, illegal, nasty, obscene, misleading/fraudulent, irrelevant, spam or that may break intellectual property laws)
- Report any serious breaches of guidelines to BOM for resolution
- 'Like' appropriate Facebook pages which will appeal to FCC members
- Monitor insights/success of Facebook pages and report results to BOM and Communications Committee at least annually
- Manage the 'Guidelines' and 'About' tabs which will include the Copyright and Privacy Statement, Disclaimer and FCC Facebook guidelines – refer Appendix 1, 2 & 3

Editor Responsibilities

- Send messages and post as the Page, see which Admin created a post or comment.
- Edit/correct own posts. Do not change/delete Admin posts
- Ensure own postings contain accurate information and do not breach any of the User Guidelines below
- Keep to recommended limit of 10 photos per posting

8 Printed Communications Other items

The communications committee will manage the items placed around the club in the history cabinet, on walls, windows and noticeboards including posters, reference material, photos, memorabilia and advertising. In addition to the Honour Boards.

- Club members can add photographs or other items of interest to the noticeboards with the permission of the Communications Committee.

- The Communications Committee shall manage the material, keep neat and tidy and remove dated information and/or inappropriate information.
- Posters or flyers are not allowed on club walls or windows, only on notice boards - unless with permission from BOM.
- The Communications Committee shall manage all the historical items including those on display in the history cabinet, updating items when needed.

9 Review and Approval Before Release

Before they are released, all items to be published will be reviewed and approved by at least two FCC members, at least one must be a member of the Communications Committee.

10 Duration statement

This policy is effective from July 2015 and will be in place until it is revised.

Appendix 1 – Copyright & Privacy

All material published on the FCC website, Facebook page and in eNews is copyright to Fairfield Canoe Club (FCC) except where explicitly stated to the contrary, and is intended for general use and information. Apart from any use as permitted under the Copyright Act 1968, the material may not be reproduced, reused, adapted or redistributed without permission from FCC.

Requests and enquiries regarding reuse should be directed to:

The Secretary
Fairfield Canoe Club
PO Box 25
Fairfield VIC 3078

FCC recognises that privacy is important and that individuals have a right to control their own personal information. However your use of FCC publications is solely at your own risk.

If you send us an email message including registering on the website itself, we will record your contact details. This information will only be used for the purpose for which you have provided it. We will not use your email for any other purpose and will not disclose it to a third party without your consent.

When users choose to join a mailing list their details are added to that specific mailing list and used for the stated purpose of that list only.

You need to be aware of inherent risks associated with the transmission of information via the Internet. If you have concerns in this regard, FCC has other ways of obtaining and providing information. Mail and telephone are available.

FCC is not responsible for the privacy practices or the content of any linked web sites.

Should club members not want photographs taken at club events or around the club to be published on the website, Facebook or eNews, please contact a club Director or note this requirement on the renewal or joining form. Photographs of any school student (under 18) will only be published with the permission of the relevant school, parent or legal guardian.

Please email the FCC website administrator if you have any questions about this information, or you would like to report any technical problems..

Appendix 2 – Disclaimer Statement

The material on this website and the FCC Facebook page is made available on the understanding that users exercise their own skill and care with respect to its use. Before relying on the material in any important matter, users should carefully evaluate the accuracy, completeness and relevance of the information, and should obtain appropriate professional advice relevant to their particular circumstances.

The material on this site includes views and recommendations of individuals, which do not necessarily reflect the positions of FCC

Links to external web sites are inserted for convenience and do not constitute endorsement of material at those sites, or any associated organisation, product or service.

Appendix 3 – Facebook Guidelines

Thank you for connecting with Fairfield Canoe Club via Facebook.

Accessing and commenting on the FCC page indicates you have read, understood and accepted our Facebook Guidelines as set out below.

Fairfield Canoe Club Facebook Guidelines

By using or accessing Facebook, you agree to the Facebook Statement of Rights and Responsibilities located at: <https://www.facebook.com/legal/terms>

Facebook users who have 'Liked' our pages are able to comment on our posts and events and on comments by other users.

Users are not able to load media such as video or photos.

Advertisements can be posted by club members for paddling related products/services. Examples are: coaching services provided by a member, private sale of boats/paddling gear, not for profit paddling tours, competitions and races.

Advertisements and links promoting products or services of a commercial nature will be removed unless they relate to a sponsored paddling event.

As per Facebook policy all users who interact with our Pages (by Commenting, Liking posts etc.) must do so using a Facebook account that identifies them by their real name.

You may use names in posts when you wish to acknowledge someone's work or contribution, but children and adults alike be referred to in Comments or Posts by their first name only, unless they are a Board Member of the FCC.

We encourage users to provide feedback and comments however we ask you to write in a positive and constructive manner.

FCC will not respond directly to requests or messages on Facebook. If you need to raise a serious concern please contact the club directly in person, by phone, by email or through our main website www.fairfieldcanoecub.org.au

The FCC page administrator reserves the right to remove any content that is in breach of these Facebook Page Guidelines. This includes discriminatory, illegal, nasty, negative, obscene or misleading/fraudulent comments, spam or any content that may break intellectual property laws.