

Macedon Ranges Cycling Club

Communication, Website and Social Media Policy

Electronic communication is essential for our Club to share information with members and the general public. This policy outlines the way the Club communicates and empowers the Committee to control the use of the many types of communication available. Our communication will be timely, appropriate and related to club business.

Communications Policy

1. This policy covers all communications; written, website and social media (such as Facebook, You Tube and Twitter)
2. There will be no use of the Club's name or logo as the originator of any communications, websites or social media without the approval of the Committee. Committee members and other people delegated by the Committee to carry out Club communications do not need separate approval.
3. The Committee must always have ultimate control over the communications, websites and social media and have the login, password, and any other information required to exercise that control.
4. The Committee may delegate Committee members or other Club members to manage a particular communication method.
5. No personal information or contact details (such as phone numbers, addresses or email address) shall be published by the Club unless an individual has given their permission for that specific communication.

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 webmaster will be appointed 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 cycling activities, 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.
- We will seek feedback from members to improve the information available on the site.

SMS and email

Committee members and other members authorised by the committee, may use SMS and email to provide information about social rides, training, club-sanctioned social events and other club business, however:

- SMS messages should be short and only about club/team matters.
- email communication will be used when more information is required.
- Communication 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.

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.