



COMMUNICATION POLICY

Purpose:

This policy is designed to provide guidance to all members, players, parents, committee and team officials in ensuring that we create an environment where all communications within and beyond the club meet their purpose, the desired audience and represent the club in a positive light on all occasions.

We will endeavour to maintain communication channels that best suit the receivers of the communication and not just the conveyor of that information.

Application:

This policy applies to all club members and to all communication including, but not limited to:

- Website
- General correspondence to members
- Letters / emails to or from the club
- Social Media (Facebook, Twitter, Instagram etc.) posts
- Communication from Coach or Team Managers to members, parents and/or players
- Communication with the NFNL, Sponsors, Stakeholders and other Clubs.

Principles:

- All club communication should be aligned through the committee, club, team and individual / family to provide consistency and avoid unnecessary repetition
- Regardless of the subject matter, communication needs to be respectful, positive and consistent with the values and behaviors of the club
- The club remains accessible to all members and stakeholders and will always respond appropriately to all communications
- The club remains receptive to all ideas and suggestions and will treat ideas and suggestions in a manner consistent with their intent
- Communication on behalf of the club can only be undertaken by those who are authorized to represent the club as part of their direct role responsibility
- Club communication should clearly identify the author, position and club
- The Club will adopt / create communication channels to meet the needs of all members
- The policy applies equally to everyone.

Communications:

Website - The club will make available all relevant content on its website as the major repository of information. The website will include all policies and procedures, contact information, fixtures, ground locations, Sponsorship information, testimonials, player profiles to name a few and most importantly with respect to this policy, how to communicate to and within the club. The website is managed by the Media & Communications Manager.

General correspondence to members - Correspondence to members will be issued on an adhoc basis, via the Committee member responsible for such communication (E.g. Membership Co-ordinator communicate on membership information, Merchandise Coordinator communicate on merchandise and uniforms). Correspondence may include notification of important club events (E.g. Family Day, Presentation Day) or other administrative matters.

Letters / emails to or from the club - Only the Secretary, President or authorised individuals should be sending correspondence on behalf of the Club. Club correspondence is required to identify the individual, their position within the Club and clearly identify the Club via letterhead or signature block. All correspondence must cc the Club President.



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Social Media posts (Facebook, Twitter and Instagram etc.) – The nature of Facebook and other social media makes it accessible to everyone. It is administered by the Media and Communications Manager who will moderate and delete any inappropriate posts.

All posts must maintain the standards required by our club values and behaviours and the informed pertained in this document. The NFNL have a social media policy with which we must comply:

NFNL - <http://nfl.org.au/wp-content/uploads/2017/02/Schedule-23-Social-Media-Policy-Adopted-2011.pdf>

The club has a main social media page, as well as internal Facebook groups. Posts to the main Facebook page differentiate to the posts to our Facebook groups. To understand what to post on which page / group see an explanation of each below:

The DCWFC Facebook Page - a public page designed to engage with our members and Supporters. It is designed to promote our club and provide feel-good stories in a positive way to prospective new players/sponsors and supporters of the club. It is controlled solely by the Media and Communications Manager. Requests to promote Information/Stories on this page, need to be sent to the Media and Communications Manager for approval. This is to keep consistency with the information posted on this page.

Diamond Creek Facebook Groups – Private groups to engage with our players only. It is designed for each team to post information relevant to players only within the club where information only pertaining to those teams is relevant and should be communicated. An example of this is “Can all players wear boots tonight”.

Members posting in our Facebook groups can do so only as part of their direct role responsibility (e.g. Merchandise Coordinator posts relating to merchandise) unless prior arrangement has been made for another person to post on their behalf. In this situation, the person posting must identify the individual and clearly identify they have permission to post on behalf of another individual.

Team communication from Coaches / Team Managers – Coaches or Team Managers are responsible for communications to players and families within their playing group as it pertains to the team, unless prior arrangement has been made for another person to post on their behalf. In this situation, the person posting must identify the individual and clearly identify they have permission to post on behalf of another individual. The Team Manager is the link between the coach, the players, parents / guardians and in association with the coach, should manage this process. The Team Manager is responsible for the flow of information before, during and after matches. It is important this is effectively managed to ensure players are up to date with change of game time / location etc. It is equally important that the level and number of communications are appropriately managed.

Communication with the league, sponsors, stakeholders and other clubs – External communication should be managed by officers of the club (President, Secretary and Delegates), unless approved by the committee and / or President. It is not expected that non-committee members has any direct contact with the leagues.

The NFNL has a specific policy with respect to contact with the media. All media queries with respect to the leagues need to be directed to the leagues contact and no comment made. Media queries with respect to the DCWFC should be directed to the President or Secretary.

Guidance for members:

It is important to the club that the officials of the club remain accessible to its members. This is important in ensuring members have appropriate channels for feedback, positive and negative, directly football related, and other areas in relation to the Club. It is only by creating feedback opportunities can we hear from our major stakeholders and our members.

Members should direct their feedback through the appropriate channels, however if a member feels their communication has not been treated appropriately, feedback can be forwarded to a committee member or Club President (see Complaints Resolution Policy for more information). For an indication of the appropriate channels for specific roles, see below:

- Team Manager – individual team issues
- Canteen Manager – canteen issues



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- Player Welfare Officer – player welfare, hardship or related
- Membership Coordinator Juniors – junior registrations and membership fees
- Membership Coordinator Seniors –membership fees
- Secretary - senior registrations and administration tasks
- Merchandise Coordinator– uniform and sale of club merchandise
- Vice President Seniors – recruitment of coaches, players and support of the senior teams
- Vice President Juniors – recruitment of coaches, players and support of the junior teams
- Treasurer – Financials
- Bar Manager – bar issues
- Events Coordinator – event / fundraising issues
- Media and Communications – website, social media issues