



Communications Guidelines

2016

1 Audience

All communications are aimed at the following audience:

| | Website | Emails | SMS | Public social media | Private social media |
|---------------------------|---------|--------|-----|---------------------|----------------------|
| Current Members | X | X | X | X | X |
| Future Members | X | X | X | X | X |
| Hockey VIC and AUS | X | X | | X | |
| Match officials | X | X | | | |

2 Postings

All Postings (written, photos or videos), emails or SMS have to be up to date, accurate, always on time, family-friendly and free of offensive content.

Abusive, discriminatory, intimidating or offensive statements will not be tolerated.

3 Templates

Correct templates need to be used (e.g. Website).

4 Spelling & Grammar

Utilise spell check and correct grammar. We stand to reach a bigger audience if they can clearly read and understand what message we are trying to put across.

5 Communication to Children

Communication involving children will be directed through their parents under the age of 16.

6 Personal Information

No personal information about our members will be disclosed.

7 Reputation

No statements will be made that might bring our club into disrepute.

8 Proof Reading

It's is the responsibility of the author and publisher of content to proof read the content and ensure it is correct and appropriate. Requesting another person to check the content may assist in this.



9 Authorisation and Queries

All communication authorisations or queries to:

- a) President: [EMAIL](#)
- b) Communications Officer: [EMAIL](#)

10 Working With Children Checks

All Club written and electronic communications (e.g. Facebook, Instagram etc.) must be administered in a way that is compliant with the Club's Working With Children Policy.

All Club electronic communication including social media channels must be controlled in such a way that:

- Restricts access to engage in private communication with anyone on the media to only persons who have a current WWCC. In order to assist in the admiration of this requirement, this access should be restricted to the persons specified as requiring a WWCC the PHSTKHC Working With Children Policy; AND
- All communications are moderated, and any inappropriate content reported immediately to the President.

Before sending or posting anything: If in doubt please shout out