



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) Anne Cerche: [EMAIL](#)
- b) Ciara O'Hanlon: [EMAIL](#)
- c) 'Una O'Brien': [EMAIL](#)

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