



CSWU Soccer Club – Policy Manual

## **POLICY - COMMUNICATION POLICY**

Effective Date: 2020 Revision

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Related Policies Confidentiality & Privacy Policy Social Media & Website Policy

### Introduction

CSWU is committed to transparent and honest communication with our Membership, sponsors, community stakeholders, the leagues in which we have membership and our governing bodies (CMSA, Alberta Soccer Association (ASA), Canada Soccer Association (CSA)). We consider communication vital to our club's success.

All official publications of the Club shall be published only under the specific authorization of the Club.

Communication includes:

- Club website
- Mail
- Email
- Media (Radio, TV, Print, Twitter, Facebook, LinkedIn)
- City council meetings
- League meetings
- CMSA and ASA meetings
- Marketing Material

### Communicating with Membership

CSWU website [www.cswusoccer.com](http://www.cswusoccer.com) is the primary portal for communications with membership, indeed, all audiences. Executive, Board and employee contact information is listed on the club website. Club By-Laws and Policy information is available on the website and in hardcopy at the club office. Periodically, throughout the season, the club may either post or email information regarding club activities or events to the general membership.

The club website also provides a "Contact Us" link for feedback from membership. Use this link if you are unsure of whom to contact and wish to submit questions, comments or concerns. This e-mail account is monitored and CSWU commits to responding to all feedback – positive and negative – in a timely manner and to taking appropriate action where necessary.

## Board of Directors Communications

Board and committee meeting minutes as well as financial documents are always available for viewing by club members at the club office. Minutes are not entered into the minute binder until they are approved by the board.

Wherever possible, the agenda for upcoming board meetings will be available on the website. The annual meeting schedule will be posted on the website each fiscal year, following the AGM.

An Information Circular and a Proxy Form will be emailed to all members prior to any AGM/SGM. Annual or Special General Meeting information will also be available on the club website and in hard copy at the club office. Minutes and financial reports related to an AGM/SGM will be made available for viewing at the club office.

## Communications with Governing Bodies and Leagues

All communication between these organizations is made by the Club Administrator, Operations Director, or the appropriate Board member.

Members are requested to direct any communications for these organizations through the club rather than contacting these bodies directly. The only exception to this rule would be in the case of a CSWU member, in their capacity as a team representative, attending mandatory league/team startup and/or disciplinary meetings.

Any questions of interpretation or clarification regarding ASA, CSA, or FIFA policy must be made in writing.

## Communications with Media

CSWU is always thrilled to help you share your our team's "successes" with the community. Through the media and other direct communication vehicles, we can help get the message out to our membership and the community as a whole.

The Club, via Marketing or Administrative staff, must approve all communication with the media, including media advisories, news releases, letters to the editor, newsletters, magazines and advertising.

It is via the registration waivers that individuals (participant or parent/guardian) give CSWU permission to publish a child's name and picture/video in the Calgary News Advertiser for sports news articles based on our age-specific guidelines.

The same form authorizes use of a child's first name and last initial (when the child is under the age of 18) for publications/events run by CSWU and posted on the CSWU Soccer Club website or any other team website.

There will be an informal review process of materials to be posted to social media sites such as Twitter, Facebook, and LinkedIn, but will be managed with the utmost respect and consideration of all existing club, district, provincial, and national policies and rules and regulations. The review process will be handled and managed by marketing staff in conjunction with the Operations Director.

Below are a few tools that the CSWU Soccer Club routinely uses:

#### Media Advisory / News Release:

Media advisories are used to alert reporters to an upcoming event or announcement that will be taking place later. The media advisory must contain all of the logistical details of the event (date, time, location, etc) and should include any applicable context – articulating why this event or announcement is important and relevant to their readers/audience.

To ensure that your event is properly recognized, please provide the Club with the details listed of activities surrounding your event at least a couple of days in advance.

News releases are probably the most commonly used form of communication with the media. They are used to make announcements, to convey new information or to provide comments or perspective on outside developments. News releases should be focused on the key information at hand, provide quotes from key officials or spokespeople, and all relevant background information, facts and figures.

#### News Article / Success Stories:

Please refer to the standard “Media Coverage/Recognition for Team Success” form that needs to be completed by teams and submitted to the Club so that the Club can properly announce your team’s success/article.

Teams are reminded not to submit information to the media without Club approval.

The Club will work on ensuring that the submission reflects the ideal story as you would like to see it in the paper. As many smaller community papers often run news releases/stories almost or entirely verbatim, it is extremely important that the facts, names and recognition is accurate.

#### Letters to the Editor:

These are best utilized to respond to issues at play in the media which directly affect our Club and especially in cases where there has been direct coverage of the Club and there are problems with the story. Any coverage which contains factual errors, inaccuracies, or which gives a wrong impression, or which doesn’t tell the whole story will be responded to immediately with a letter to the editor.

## Newsletters/Magazine

The Club electronic newsletter or annual Club magazine are an excellent tool for keeping players, parents, membership, the community at large and key media contacts apprised of what's happening at CSWU Soccer Club. They generally focus on smaller or lighter announcements and developments which don't warrant a news release or other direct/urgent communication to the media and public, but which are still important and relevant to our membership: new or changes programs, equipment, board/staff appointments, or brief features on individual people.

The Club would ask that if you want to submit information for the newsletter or annual Club magazine, that you provide the details electronically and quarterly.

## Website

The Club's website should be viewed as a primary communication portal for reaching all audiences. Marketing and webmaster staff are primarily responsible for all communication products under the guidance of either the Board or the Operations Director.

You may also refer to our Social Media and Website Policy for more information.