



# Beaumont Soccer Association

## B005 - Communication Policy

Adoption Date: April 7, 2024

Revision No: 1

Policy Type				
Administrative	Board	Financial	HR	Technical

### 1. Definitions

- 1.1. “**BSA Branding**” includes the colors, fonts and marketing materials provided to BSA that adheres to our standards of external communication.

### 2. Policy

- 2.1. Electronic communication is essential for sharing Beaumont Soccer Association (BSA) news and information with our members. Our communication will be timely, appropriate and related to association business.
- 2.2. We use a range of electronic tools to communicate with our members.
- 2.3. Our communication will protect members’ privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.
- 2.4. **Website:**
  - 2.4.1. Our website will include current information on tournaments, social events, volunteer opportunities, policies, rules changes and our by-laws.
  - 2.4.2. No offensive content or photos will be published.
  - 2.4.3. If we intend to publish a photo of a child, we will first seek permission from their parents and take care not to provide identifying information.
- 2.5. We will seek feedback annually from members to improve the information available on the site.
- 2.6. **SMS and email:**
  - 2.6.1. Committee members, coaches and team managers may use SMS and email to provide information about competition, training, social events and other BSA business, however:
  - 2.6.2. SMS messages should be short and about association/team matters.
  - 2.6.3. Email communication will be used when more information is required.
  - 2.6.4. Communication involving children will be directed through their parents.
- 2.7. **Social Media Websites:**
  - 2.7.1. We treat all social media postings as public ‘comment’. Postings (written, photos or videos) will be family-friendly and feature positive association news and events.

No personal information about our members will be disclosed without prior approval.

2.7.2. No statements will be made that are misleading, false or likely to injure a person's reputation.

2.7.3. Abusive, discriminatory, intimidating or offense statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

2.8. 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 BSA.

**2.9. Electronic communication:**

2.9.1. Should be restricted to BSA matters.

2.9.2. Must not offend, intimidate, humiliate or bully another person.

2.9.3. Must not be misleading, false or injure the reputation of another person.

2.9.4. Should respect and maintain the privacy of members.

2.9.5. Coaches and others who work with children and young people must direct electronic communication through the child's parents.

2.9.6. The solicitation of services that are not associated with, endorsed by, or approved by BSA is strictly prohibited.

3. Official BSA Branding will be used in all external correspondence.

**4. Non-compliance:**

4.1.1. Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in *B003-Code of Conduct (Board)* and *H001-Code of Conduct*.

**5. Change Control**

Change Description	Approved on Date
New Policy, adapted from <i>Play by the Rules</i>	April 7, 2024