



CVAC Communication Policy

Purpose

The purpose of this communication policy is to ensure clear, consistent, and effective communication between the CVAC swim club, its members, and the broader community. This policy outlines the various channels of communication and the guidelines for their use.

Communication Channels

1. Email:

- Email will be the primary method of communication for important announcements, updates, and information regarding club activities, events, and policies.
- Members are expected to provide a valid email address and check their email regularly for club communications.
- All official club emails will come from the club's designated email address (@codiacvikings.ca).

2. Website:

- The club's website (codiacvikings.ca) will serve as a central hub for information, including schedules, event details, policies, and contact information.
- The website will be regularly updated to ensure that all information is current and accurate.

3. Social Media:

- The club will maintain active social media accounts on Facebook and Instagram to engage with members and the community.
- Social media will be used to share updates, celebrate achievements, and promote events.
- Members are encouraged to follow the club's social media accounts and engage with posts.

Guidelines for Communication

- **Timeliness:** All communications should be timely and relevant. Important information should be shared as soon as possible to ensure members are well-informed.
- **Clarity:** Communications should be clear, concise, and free of jargon. Information should be easy to understand and accessible to all members.
- **Respect:** All communications should be respectful and considerate. The club will not tolerate any form of harassment, discrimination, or inappropriate behavior in any communication channel.
- **Confidentiality:** Sensitive information, such as personal details of members, should be handled with confidentiality and shared only with those who need to know.

Responsibilities

- **Board of Directors:** The CVAC Board of Directors is responsible for overseeing the implementation of this communication policy and ensuring that all communications align with the club's values and objectives.

- **Communication Officer:** The Communication Officer (or designated representative) is responsible for managing the club's communication channels, including email, website, social media, and news releases.
- **Members:** Members are responsible for keeping their contact information up to date, checking communications regularly, and adhering to the guidelines outlined in this policy.

Review and Amendments

This communication policy will be reviewed annually by the CVAC Board of Directors and updated as necessary to ensure its effectiveness and relevance.