



Communication Policy

2022

ASA Communication Policy

Purpose:

This policy is designed to provide guidance to all members, players, parents, and all team and program officials in ensuring that we create an environment where all communications within and beyond the club meet their purpose, the desired audience and represent the club in a positive light on all occasions.

We will endeavour to maintain communication channels that best suit the receivers of the communication and not just the conveyor of that information.

Application:

This policy applies to all club members and to all communication including, but not limited to:

- Website
- General correspondence to members
- Letters / emails to or from the club
- Social Media (Facebook, Twitter, Instagram etc.) posts
- Communication from Coach or Team Managers to members, parents and/or players
- Communication with Canada Soccer, Fraser Valley District, Sponsors, Stakeholders and other Clubs.

Principles:

- All club communication should be aligned through the club, team and individual team members/family to provide consistency and avoid unnecessary repetition
- Regardless of the subject matter, communication needs to be respectful, positive and consistent with the values and behaviors of the club
- The club remains accessible to all members and stakeholders and will always respond appropriately to all communications
- The club remains receptive to all ideas and suggestions and will treat ideas and suggestions in a manner consistent with their intent
- Communication on behalf of the club can only be undertaken by those who are authorized to represent the club as part of their direct role responsibility
- Club communication should clearly identify the author, position and club
- The Club will adopt / create communication channels to meet the needs of all members
- The policy applies equally to everyone.

Communications:

Website - The club will make available all relevant content on its website as the major repository of information. The website will include general club information, policies and procedures, program and registration information to name a few and most importantly with respect to this policy, how to communicate to and within the club.

General correspondence to members - Correspondence to members will be issued on an adhoc basis, via the Staff member responsible for such communication (E.g. Dir. Operations/Office Manager). Correspondence may include notification of important club events (E.g. Club Day, AGM) or other administrative matters.

Letters / emails to or from the club - Only the President, Secretary or Dir. Operations or authorised individuals should be sending correspondence on behalf of the Club. Club correspondence is required to identify the individual, their position within the Club and clearly identify the Club via letterhead or signature block. All correspondence must cc the Club President.

Social Media posts (Facebook, Twitter and Instagram etc.) – The nature of Facebook and other social media makes it accessible to everyone. It is administered by the Social Media Manager who will moderate and delete any inappropriate posts. All posts must maintain the standards required by our club values and behaviours, and the informed pertained in this document.

Team communication from Coaches / Team Managers – Coaches or Team Managers are responsible for communications to players and families within their playing group as it pertains to the team, unless prior arrangement has been made for another person to post on their behalf. In this situation, the person posting must identify the individual and clearly identify they have permission to post on behalf of another individual. The Team Manager is the link between the coach, the players, parents / guardians and in association with the coach, should manage this process. The Team Manager is responsible for the flow of information before, during and after matches. It is important this is effectively managed to ensure players are up to date with change of game time / location etc. It is equally important that the level and number of communications are appropriately managed.

Communication with the league, sponsors, stakeholders and other clubs – External communication should be managed by officers of the club (President, Secretary and Delegates), unless approved by the President. It is not expected that non staff members has any direct contact with the leagues. All media queries with respect to the leagues need to be directed to the leagues contact and no comment made. Media queries with respect to the Abbotsford Soccer Association should be directed to the President or Dir. Operations.

Guidance for members:

It is important to the club that the officials of the club remain accessible to its members. This is important in ensuring members have appropriate channels for feedback, positive and negative, directly football related, and other areas in relation to the Club. It is only by creating feedback opportunities can we hear from our major stakeholders and our members. Members should direct their feedback through the appropriate channels, however if a member feels their communication has not been treated appropriately, feedback can be forwarded to the Club President.

For an indication of the appropriate channels for specific roles, see below:

