



Policy: Communication and Branding

1. RATIONALE AND PURPOSE

- 1.1 The Torrens Rowing Club understands communication is critical to create a cohesive, inclusive and supportive club environment
- 1.2 The Torrens Rowing Club is committed to building a brand that represents professionalism, inclusivity and sporting excellence
- 1.3 This policy aims to provide guidance regarding official Club-sanctioned communication, use of the TRC crest, and informal intra-club communication such as social networking
- 1.4 This policy seeks to align with the Rowing South Australia social media policy

2. BRANDING

- 2.1 The Club crest will be the official logo of the Torrens Rowing Club
- 2.2 The crest may be used in letterhead, left-aligned, on correspondence from the Torrens Rowing Club that is signed by President, Secretary, Captain or relevant delegate on behalf of the TRC committee
- 2.3 The Club crest may be used on official TRC uniforms as approved by the management committee
- 2.4 The Club crest may not be used on any uniforms that are restricted to specific cohort without approval of the committee. This includes seasonal squad or crew-specific clothing.
- 2.5 Any use of the Club crest outside the above guidelines requires approval of the Committee

3. NEWSLETTER AND EMAIL

- 3.1 Members will be encouraged to subscribe to the TRC e-news as the official mode of communication on club matters
- 3.2 The TRC e-news should be the first place for important communique affecting all members, including social events and club milestones such as the Annual General Meeting
 - 3.2a The Club newsletter should be sent no more than once a week unless for special notification to reduce nuisance email traffic
- 3.3 When appropriate, group emails should use a "BCC" function to discourage "reply-all" emails that can create nuisance email traffic
- 3.4 All members of the Torrens Rowing Club are expected to use email and electronic communication responsibly when communicating about Club-related matters. Unreasonable personal criticism, offensive language and emails that would cause distress will not be tolerated.

4. SOCIAL NETWORKING – CLUB

4.1 The Torrens Rowing Club President, Captain, Vice Captain or relevant communications delegate may create and operate social networking profiles in the name of the Torrens Rowing Club, with the permission of the TRC Committee

4.2 All posts published under the banner of the Torrens Rowing Club should be accurate, fact-checked and capable of substantiation

4.3 All posts under the banner of the Torrens Rowing Club should support our brand goal of professionalism, inclusivity and sporting excellence and abide by the relevant network's fair use policy

5. SOCIAL NETWORKING – PERSONAL

5.1 Members may voluntarily join social networking groups under the banner of the Torrens Rowing Club. It is not a requirement.

5.2 Members are expected to post appropriately on social networking sites associated with the Torrens Rowing Club, with the primary aim of being authentic, respectful and constructive.

5.3 Members who post malicious, misleading or unfair content about others, or the Torrens Rowing Club, may be subject to disciplinary action

5.4 Groups created under the banner of the Torrens Rowing Club must include the President, Captain, Vice Captain or relevant communications delegate in a role of administrator

5.5 Social Networking should not be the primary mode for disseminating important Club information and should not replace formal newsletters.

Version 1 Ratified by TRC Committee 9 July 2018