



BC RUGBY COMMUNICATIONS POLICY

BOARD APPROVED: OCTOBER 1, 2015



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1. Policy Objective

1.1 The purpose of this policy is to set a standard, ensuring that communications across British Columbia Rugby Union (BC Rugby) are well coordinated, presented coherently, managed effectively and compliant with all relevant Canadian and Provincial Laws of British Columbia.

2. Policy Statement

2.1 It is the policy of BC Rugby to:

- (a) provide the membership with timely, accurate, intelligible and complete information about BC Rugby policies, programs, services and initiatives;
- (b) employ a variety of methods and channels to effectively communicate BC Rugby information, utilizing a mix of traditional methods and new technologies, reflecting the diversity within the BC Rugby community and continuous change in technology and multi-media;
- (c) deliver prompt, courteous and responsive service to all in the spirit of BC Rugby, including responding to every unsubscribe request within 10 days or less at no cost to the recipient;
- (d) protect minors from inappropriate communications from BC Rugby and cyber-bullying through BC Rugby communication channels;
- (e) respect the privacy of its members and stakeholders in compliance with the Personal Information Protection Act (PIPA) of British Columbia; and
- (f) comply with the Canadian Anti-Spam Legislation (CASL) by withholding commercial electronic messages from any individual or business without their explicit or implied consent.

3. Application

3.1 This policy covers any communication, including, but not limited to, electronic mail (email), public and private communications via social media, telemarketing, short messaging service (SMS), written correspondence and verbal communications.



4. Accountability

4.1 This policy applies to all BC Rugby Board Members, members of staff, as well as any contractor or volunteer that is communicating on behalf of BC Rugby.

5. Supporting Policies

5.1 This policy is supported by the following BC Rugby Internal policies:

- (a) BC Rugby Privacy Policy
- (b) BC Rugby Code of Conduct

6. Policy Implementation

6.1 In order to implement this policy, BC Rugby will:

- (a) employ a full-time Marketing and Communications Manager who shall be responsible for the planning, management and efficient execution of an annual communications plan;
- (b) invest in the development and maintenance of a high-functioning and accessible website, and invest in the use of an e-marketing service provider, while maintaining a presence on popular social media platforms;
- (c) utilize built-in analytics to measure the effectiveness of BC Rugby's communications plan and the effectiveness of BC Rugby's website, social media channels and e-marketing service provider;
- (d) instruct BC Rugby senior staff and Board of Directors to regularly connect with BC Rugby affiliated associations and clubs' leadership to facilitate greater understanding and feedback on BC Rugby's policies, programs, services and initiatives;
- (e) employ a full-time Member Services Manager who shall be responsible for overseeing that all enquiries are responded to in a timely and respectful manner; unsubscribe requests shall be automated through the e-marketing service provider;
- (f) regularly monitor BC Rugby's social media platforms for abusive or disrespectful behavior; when communicating with minors, BC Rugby will endeavor to limit communication to written format and restrict access to any



minor's contact details to relevant personnel who have a current criminal check and signed a non-disclosure agreement with BC Rugby;

- (g) maintain member and stakeholder contact details through the e-marketing service provider, allowing members and stakeholders to manage their personal data, unsubscribe and update preferences at any time; and
- (h) centralize all commercial communications via the Marketing and Communications Manager who shall oversee the management and distribution of all commercial communications through the e-marketing service provider that complies with CASL.