



Stirling Bike Club

Communications Policy

Purpose

Communication is key to success in a sports club and Stirling Bike Club does not underestimate this. We use a range of platforms to communicate with Coaches, Parents, Guardians and Riders. This policy is to ensure that all oral and written communications between participants within the Club and between the Club and external parties are transmitted efficiently; are clear, courteous and constructive; and are dealt with in a prompt and professional manner.

Scope

This policy applies to all Coaches, Ride Organisers, Members, Volunteers, Parents/Guardians and Riders.

Verbal Communications

- Coaches, Ride Organisers, Members, Volunteers, Parents/Guardians and Riders are each responsible for creating an environment where matters can be raised openly and resolved between them in an amicable fashion.
- If a Coach, Ride Leader, Member or volunteer has an issue with a rider and/or Parent/Guardian, they must approach that rider and/or Parent and attempt to discuss the matter in a sensitive, objective and professional manner.
- If a rider, Member or Parent/Guardian has an issue with a Coach or Ride Leader, they must approach that Coach or Ride Leader and attempt to discuss the matter in a sensitive, objective and professional manner. If this does not resolve the situation, then they should raise approach the Head Club Coach and / or Welfare Officer directly and attempt to discuss the matter in a sensitive, objective and professional manner.

The club has 2 Wellbeing and Protection Officer(s) (WPOs) who act as the main point of contact to deal with any concerns around safeguarding within the club. There may be instances where it is more appropriate to approach a WPO for advice and assistance and they will follow the following flowchart [here](#).

Electronic Communication

The club uses a range of platforms to communicate with our members. Our communication will protect members' privacy and ensure that bullying and harassment does not occur.

Our Publicity Officer is responsible for:

- Monitoring material published on our club's website and social media websites, such as, Spond, and the SBC and Warriors Facebook groups.
- Taking appropriate action if inappropriate material is published.

In the absence of a Publicity Officer the committee will appoint members to fulfil this administrative role on each social media channel. These members will use allocated Stirling Bike Club email addresses to administer each channel.

Website

- Our website will include current information on competitions, social events, committees, policies, constitution etc.



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- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will only do this for children who have indicated they are happy with this via our Annual Membership Renewal Form.
- We will seek feedback from members to improve the information available on the site.

Electronic Communications

Members, Coaches and Ride Organisers may use electronic communications to provide information about competition, training, club-sanctioned social events and other club business, however:

- Messages should be short and about club matters
- Email communication will be used when more information is required
- Communication involving children will be directed through their Parents/Guardians.

Social Media

- We treat all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photos or videos) will be family-friendly and feature positive club news and events.
- No personal information about our members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring our club into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

What we ask you to do

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 the club.

Electronic communication:

- should be restricted to club matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- must not bring the club into disrepute.



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

Non-compliance

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 our Club Constitution.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation and disciplinary action by the Club.

For more information on how we use personal data, please refer to our Data Protection Policy.

Social Media Administration

The Club Secretary will maintain a list of those with administrative rights on each of the social media platforms. When members cease being administrators, they will pass details of logins etc to their replacement or the Club Secretary.

Version History

Version	Date	Reason for Issue
1.0	05.04.2022	Initial version approved at Committee Meeting
1.1	11.03.2025	Scheduled review Ride Leader replaced by Ride Organiser, "forum" replaced by Spond,