



Alberta Rugby Union

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Alberta Rugby Union
Communication Policy

Effective Date: October 1, 2018
Board Approved:





1. Policy Objective

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

2. Policy Statement

It is the policy of Rugby Alberta to:

- A. Provide the membership with timely, accurate, intelligible and complete information about Rugby Alberta policies, programs, services and initiatives;
- B. Employ a variety of methods and channels to effectively communicate Rugby Alberta information, utilizing a mix of traditional methods and new technologies, reflecting the diversity within the Rugby Alberta Community and continuous change in technology and multi-media;
- C. Deliver prompt, courteous and responsive service to all in the spirit of Rugby Alberta;
- D. Protect minors from inappropriate communications from Rugby Alberta and cyber-bullying through Rugby Alberta communication channels;
- E. Respect the privacy of its members and stakeholders in compliance with Alberta's Freedom of Information & Protection of Privacy (FOIP) Act;

3. Application

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

This policy applies to all Rugby Alberta Board & Staff Members, as well as any contractor or volunteer that is communicating on behalf of Rugby Alberta.

5. Policy Implementation

- A. Rugby Alberta will 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;
- B. Rugby Alberta will ensure that gender is portrayed equitable in promotional materials and official publications, that ethnic minority groups are represented and that appropriate language is used in all communications.
- C. Rugby Alberta will utilize built-in analytics to measure the effectiveness of Rugby Alberta's communications plan and the effectiveness of Rugby Alberta's website, social media channels and e-marketing service provider;
- D. Rugby Alberta staff and Board of Directors will regularly connect with Rugby Alberta affiliated associations and clubs' leadership to facilitate greater understanding and feedback on Rugby Alberta's policies, programs, services and initiatives;
- E. Rugby Alberta will regularly monitor Rugby Alberta social media platforms for abusive or disrespectful behavior; when communicating with minors, Rugby Alberta will endeavor to limit communication to written format and restrict access to any minor's contact details to relevant personnel who a current criminal record check and signed a non-disclosure agreement with Rugby Alberta;
- F. Rugby Alberta will 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.

