Communications Policy Guide for Leagues

- Board members can behave inappropriately on League social media platforms;
- Boards can lose access to accounts because one person who leaves has all the passwords;
- Leagues can appear unprofessional or worse if their pages are set up so anyone can post (as opposed to vetting posts);
- Communication can be "off message" or fail to advance the Leagues' strategy;
- Most policy and procedure is outdated in this area and this leaves Leagues open to liability, public outcry and misconduct.

EFCL Creating Policy Toolkit:

efcl.org/wp-content/uploads/2020/05/Policy-and-Procedure-Tool-Kit.pdf

Good policy can be simple. It requires board buy-in and understanding and it must be referenced throughout the year.

Considerations to Guide the Board Policy Discussion

When setting up your social media accounts:
- What messages do your bylaws mandate to be communicated?
- What messages do you want to communicate?
- Who are your audiences?
- What communication platforms are best suited to your message and your audiences?
- How much time will each platform take to maintain? Do your volunteers have time to maintain the various platforms?
- How do your audiences want to receive communication?
- Who will be the site administrator for each platform? Who will be their back up or alternate?
- Where will the usernames and passwords be kept?
- Who has access? Who can post?
- What is our standard review procedure for a post that is flagged by the public as offensive or otherwise?

- Consider a line in your Code of Conduct statement about online communication.

When setting up your Google Drive:
- Who has access to what drives?
- What needs to be saved as a PDF to ensure it cannot be altered?
- What happens if the administrator leaves your board?
- Do people lose access after they leave the board?

When setting up your website:
- Whose credit card was used to pay for the site? If it was a personal account you could lose access.
- Who is the site administrator? Who is their alternate?
- Does the League have the capacity to maintain the website?
- Who is content approved and edited by?
- What is appropriate content?
- What is the difference between factual content and opinionated content?

When setting up mailing lists:
- Consider Canada's Anti-spam law and ensure recipients can unsubscribe from the list: crtc.gc.ca/eng/internet/anti.htm;
- Consider privacy and storage of emails;
- Consider permission to contact (this is usually implied on the back of membership cards;
- Who is approving messages?

Basic Policy Statement Outline:
- Policy Name
- Adopted Date
- Last Reviewed
- New Review
- Purpose
- Policy Statements
- Procedures

Board Code of Conduct with Communications Considerations:

https://efcl.org/wp-content/uploads/2022/03/22-02-17-Sample-League-Code-of-Conduct-1.docx