



Clones Golf Club Communications Policy

1. Purpose

The purpose of this policy is to set out the Club's expectations with regard to how the Club Committee/Board, members of the Club Committee/ Board and other Committees, staff, club members and club volunteers communicate on behalf of our Club. Communications may be internal or external.

2. Scope of Policy

This Policy applies to all members, volunteers and staff involved in internal and external communications within the Club. It also applies to any party authorised by the Club to engage in any communications on its behalf.

3. Policy

3.1 Guiding Principles of Communication

- Communications will be regarded as a key priority.
- As a Club, we will take a proactive approach to communications
- Communications will be integrated into all club activities.
- Effective communication is the responsibility of everyone.
- There will be a unified approach to communication and a consistency of messaging.
- Communications will support our club business and golfing priorities.

3.2 Internal Communications Policy

As a Club, we aim to be clear, open, encourage and promote two-way communication amongst committees, members, volunteers, and staff.

We encourage suggestions, questioning, raising problems/issues, passing on relevant information and giving feedback.

We also encourage the use of other internal communication channels such as email, newsletters, and noticeboards as appropriate.

Personal Telephone Calls

For staff members, any personal use should be kept to an absolute minimum and not affect your work. In the workplace, personal calls, or text messages, should be avoided unless you are on your own time, for example, at lunchtime or during breaks. Personal mobiles should be set to silent or discreet to avoid any disturbance.

Voicemail/Out of Office Message Facilities

It is Clones Golf Clubs policy that voicemail and out of office messages should be carefully composed to ensure that no offence could be imparted from it. It is important to leave an out of office message facility if you are not in a position to answer your phone or respond to emails and to ensure messages are responded to.

Name, Logos and Branding

All names, logos and branding are protected and should only be used with the consultation and consent of the Club Committee/Board.

3.3 External Communications Policy

Due to the nature of club business and golf activities, as a Club, we understand that from time to time an external party may have to communicate on our behalf to external stakeholders. This policy details the procedure that should be followed if doing so. Additionally, this policy highlights the importance of distinguishing personal communication from communication made on the Club.

The following are in place to safeguard and protect everyone who communicates on behalf of the Club.

- You should not give information to the media.
- You are expected to use the utmost discretion when discussing club affairs.
- At all times, remember that personal opinion is personal, and you should ensure this is made clear.
- New external communications should be approved by the Club Committee/Board.
- The Club Committee/Board has operational responsibility for managing our public image and reputation.
- The club representatives authorised to approve information releasable to the public media are the Club Committee/Board, or the person duly appointed by the Club Committee/Board.
- The Club Committee/Board or person appointed by the Club Committee/Board will authorise all public statements and media releases.
- Material used when completing presentations, speeches or any publication or article relating to the club business or golf activities in any public forum should also be cleared by the Club Committee/Board or a person appointed by the Club Committee/Board.

Media Contact

Contact with the press, publications, radio, TV or lectures on matters concerning the Club, requires the prior approval of the Club Committee/Board. If a club member, club volunteer or staff member is asked for any information you should direct the query to the Club Committee/Board and ensure that clearance is given before giving any response.

3.4 Copying (cc) Internal Email Communication

Internal email correspondence within the Club shall not be copied (including blind copied) to any external third parties without the expressed permission of the Club Committee/Board to confirm that it is appropriate to do so.

4. Working with the Community and Stakeholders

- The Club has a broad range of Stakeholders, as follows:
 - Members
 - Volunteers
 - Local Community & Local Community Groups/Bodies Local & Regional Suppliers/Providers
 - Sponsors
 - Local & National Media Governing Body - Golf Ireland Fáilte Ireland
 - Department of Tourism, Transport and Sport

- The Club shall strive to communicate in an effective and professional manner, with stakeholders on a consistent basis. It shall also abide by any contractual obligations in relation to communications and shall ensure a strong working and supportive relationship with all its stakeholders.

- The Club has a Club Committee/Board consisting of volunteer members who contribute their time on a voluntary basis.

- Staff shall treat all committee and volunteer members, who are making contributions of time, in a respectful and professional way.

- Staff may from time to time come into possession of sensitive or important information. Staff should take care not to disclose any such information to Club Committee/Board members, other staff members or volunteers without first clearing this with the Club Committee/Board Chairperson or Honorary Secretary.

- At all times, staff members will work in the best interests of the Club.

6. General Data Protection Regulations (GDPR)

The Club is subject to GDPR and must comply with any data requests under GDPR.

7. Club Spokesperson

The Chair of the Club Committee/Board shall be the Club Spokesperson unless otherwise agreed by the Club Committee/Board or delegated to another Club Officer.