



COMMUNICATIONS STRATEGY

EMAIL

Aim: To reach every current member.
Any key club information from any area should be emailed to members.
Information should be forwarded to Communications Officer to be sent via *Surfguard*.
Communications officer to send out within 24hours of receiving information.

SOCIAL MEDIA

Used as a key communication tool to engage with members, stakeholders, and the broader community.

STACK TEAM APP

A platform for our **junior nippers** communication.

- Junior newsletter
- Carnival registrations
- Water safety RSVP's for nippers
- Weekly nippers information
- Age manager/coaches chat
- Group chats for patrols optional

CLUB NEWSLETTER

Aim: The key tool for keeping everyone informed and engaged in the club's lifesaving mission and activities.

Peak-season: Sent fortnightly
Off-season: Sent monthly

News items are to be emailed to the communications officer for publishing.

GOOGLE FORMS

Aim: To collect names, information or data for a specific purpose or event.

1. Form information to be shared with Communications Officer
2. Form to be created and emailed out to all members
3. Form to be digitally shared with director/organiser so they can access data.

INSTAGRAM

Aim: To foster a more informal approach to communication and to reach different audiences.
Strong base for videos and reels.

- Stories and posts can be shared.
- Cross-collaboration with partners and sponsors can be enabled

PUBLIC FACEBOOK PAGE

Aim: To share updates and announcements to club members AND the community.

It is also a platform where we can reach thousands of individuals to promote our sponsors, connect with local and state organisations and celebrate our achievements. This platform is also our key driving force for member recruitment and member recognition.

PRIVATE FACEBOOK GROUP

Aim: to provide a secure, focused platform for communication and engagement among club members. Current members over the age of 16 are only allowed in the group so it is a private place to be able to share patrol rosters, mobile numbers, photos and promote club information.

Members are notified when posts are shared and any member can submit posts. This group allows for patrol swaps, event sharing, lost property posts and member call outs.

FACEBOOK MESSENGER GROUPS

Purpose: To create small chat groups for different areas in the club.

Rules:

1. Group chats are to be formed by a current member over the age of 18
2. People in the group chat MUST be a member of Kingston Beach SLSC and all over the age of 16.
3. There must be a member in a formal club leadership role in the chat group (ie- committee/board member or director of an area).
4. Respectful communication should be used at all times.
5. Group chats should be deleted after 12 months.

COMMUNICATION GUIDELINES



DIRECT ONE-ON-ONE COMMUNICATON

Purpose: To communicate directly with a member via social media or phone.

The club is responsible for creating an environment where child safety is assured. To achieve this in our community, we require all adult members who are communicating with members under the age of 18 to follow the following:

Rules:

1. Members over the age of 18 should not be communicating directly with a minor (member under the age of 18) through any form of technology.
2. If required to do so, the parent of the minor needs to be included in the communication.

CODE OF CONDUCT FOR COMMUNICATION

1. Respectful Communication.

Be respectful and considerate of all members. No offensive, discriminatory, or abusive language is allowed. Personal attacks, bullying, or negative comments will not be tolerated.

2. Stay On Topic

Only discuss topics related to the purpose of the group (e.g., club activities, training, events). Avoid spamming the group with irrelevant messages, promotions, or off-topic content.

3. Use Appropriate Language

Stick to professional or club-related language. No profanity or inappropriate humor.

4. Respect Privacy

Do not share screenshots or private conversations outside the group without permission. Protect members' personal information.

5. Administrator Authority

Admins have the right to remove inappropriate messages or members who violate the rules. If members have any issues or concerns, they should contact a member of the club board/committee.