

SOUTH AFRICAN SHORE ANGLING ASSOCIATION



BYLAW I COMMUNICATION POLCY

CONTENTS

1. INTRODUCTION
2. OBJECTIVE OF THE COMMUNICATION POLICY
3. SCOPE OF THE POLICY
4. POLICY IMPLEMENTATION
5. POLICY REVIEW
6. COMMUNICATION AIMS
7. TARGET AUDIENCE
8. DEFINITION OF COMMUNICATION AND MEDIA
9. GUIDELINES FOR EFFECTIVE COMMUNICATION
10. UNACCEPTABLE COMMUNICATION
11. CORPORATE IDENTITY
12. CONTRAVENTIONS OF THIS POLICY

1. INTRODUCTION

- 1.1. As a National Sport Association recognized by the South African Sport and Olympic Committee (SASCOC) as the governing body for the sport of Shore Angling in South Africa.
- 1.2. In managing the affairs of SASAA and meeting the obligations to all its members, it is recognised that the Association will, from time to time provide communication in various formats and across various media platforms.
- 1.3. SASAA has a responsibility to provide effective communication that is open, honest and responsive to the requests made.
- 1.4. It is also recognized that the all Members and individual members of SASAA has a responsibility to ensure effective communication that is open, accurate, honest and responsible, as the communication is placed in various formats and across various media platforms.

2. OBJECTIVE OF THE COMMUNICATION POLICY

The objective of this communication:

- 2.1. The policy has been developed to help SASAA to formalize the quality of information that is conveyed within the sport of Shore Angling to its official bearers, member and affiliated individuals.
- 2.2. The policy exists to ensure that information disclosed by SASAA is timely, accurate, comprehensive, reliable and relevant to all aspects of SASAA.
- 2.3. Furthermore, to ensure that members and individual members communicating in an official or personal capacity do not jeopardise the functioning or image of the sport.

3. SCOPE OF THE POLICY

- 3.1 The communication policy applies to all Executive, Sub Committee members, Member's Executives and all affiliated members of SASAA. This policy covers all the internal and external communication through all possible communication platforms, which includes:
 - 3.1.1. News media publications or broadcasts.
 - 3.1.2. Electronic media.
 - 3.1.3. Printed media.
 - 3.1.4. Social media.

4. POLICY IMPLEMENTATION

- 4.1. All affiliated members of SASAA or members chosen to represent SASAA or South Africa, shall have a responsibility to adhere to this policy and to ensure that the integrity and image of the angling sport and SASAA is protected, promoted and maintained.
- 4.2. The policy will be effective with immediate effect and considered as implemented on all the organizational structures on all the levels within SASAA.

5. POLICY REVIEW

This policy will be reviewed as and when it is required to be revisited.

6. COMMUNICATION AIMS

The aims of the communication are:

- 6.1 To increase the understanding among the Members and individual members of the functioning of the Association.
- 6.2 To ensure that members are aware of matters pertaining to the management of SASAA.
- 6.3 To promote a positive image of SASAA and the sport of Shore Angling.
- 6.4 To seek the most cost-effective method of dissemination of information.
- 6.5 Open and honest channels of communication.
- 6.6 Timely and consistent response to comments and queries.
- 6.7 Clear and concise messaging and content.
- 6.8 Two-way communication stream for allowing full involvement with feedback channels which includes horizontal and vertical communication flow.

7. TARGET AUDIENCE

The target audience of communication will vary dependent on the particular information being communicated. The audience can include:

- 7.1 The Executive Members.
- 7.2 Provincial Members.
- 7.3 Clubs.
- 7.4 Individual members.
- 7.5 Partners, sponsors and potential sponsors.
- 7.6 Media.

8. DEFINITION OF COMMUNICATION AND MEDIA

8.1. Internal communication. Internal communication is the transmission of information within the Association, to its members and it takes place across all the levels within the Association. Examples of this communication are:

- 8.1.1. Verbal. Either person to person, telephonic or through electronic media (e.g. Skype).
- 8.1.2. Written. Either between person to person, organization to organization and can be done through personal mail or through electronic media.

8.2. Printed Media. This method of mass communication is in the form of printed publications. This may be regarded as static media. Examples of this are:

- 8.2.1. Newspapers.
- 8.2.2. Newsletters.
- 8.2.3. Booklets.
- 8.2.4. Pamphlets.
- 8.2.5. Flyers.
- 8.2.6. Magazines.

8.3. Electronic Media. This means of communication that takes advantage of electronic technology for end users to access the content. Examples of this are:

- 8.3.1. Television.
- 8.3.2. Radio.
- 8.3.3. Internet e.g. Website.
- 8.3.4. Fax.
- 8.3.5. CD's and DVD's.

8.4. **Social Media.** The collective of online communication channels dedicated to community-based inputs, interaction, content sharing and collaboration in virtual communities or networks. Examples of this are:

- 8.4.1. Blogs.
- 8.4.2. Facebook.
- 8.4.3. Instagram.
- 8.4.4. Instant messaging systems.
- 8.4.5. LinkedIn.
- 8.4.6. Myspace.
- 8.4.7. Social Bookmarks.
- 8.4.8. Skype.
- 8.4.9. Snapchat.
- 8.4.10. Twitter.
- 8.4.11. YouTube.
- 8.4.12. Pinterest.
- 8.4.13. WhatsApp.

9. GUIDELINES FOR EFFECTIVE COMMUNICATION

Key objectives:

- 9.1. To communicate clear and concise information through the appropriate media channel.
- 9.2. To inform Members and individual members about SASAA's activities before it happens and after the occurrence.
- 9.3. To use the correct mechanism for such communication.
- 9.4. To provide meaningful and concise information of the activities of SASAA be it operational or competitions.
- 9.5. To help create accurate public awareness of SASAA and the sport of Shore Angling.

9.6. **Lines of Communication.** The possible lines of communication:

- 9.6.1. Communication on policy decisions should be issued by the office of SASAA and should only be released once approval from the Manco has been obtained.
- 9.6.2. Communication designed to provide members with updated information and should be released from the Secretary of the Association.
- 9.6.3. Executive members may from time to time seek to address members via correspondence.
- 9.6.4. Office bearers, in the normal course of their duties, will be required to communicate with members.
- 9.6.5. Office bearers of Sub Committees, in the normal course of their duties, will be required to communicate with committee members, members and individual members.
- 9.6.6. All verbal communication which has reference to queries relating to policy must be followed up with appropriate written confirmation of such discussion.

9.7. **Printed Media.** The possible printed media communications are:

- 9.7.1. The Association's designated official Media Officer or Secretary should be the first point of departure through which printed media communication is directed once it has been approved by the Manco.
- 9.7.2. The Media Officer or Secretary is designated to disseminate information in a manner and at such a time as he/she considers appropriate in order to maximize exposure.
- 9.7.3. No other persons are authorised to make any releases to the printed media.
- 9.7.4. If a Member or individual member is approached by a printed media member for statements, the members should advise the person seeking comments, that it is SASAA's policy that all media inquiries are directed through the Media Officer or Secretary.
- 9.7.5. Members and individual members are expressly prohibited from making any statements; whether it is their opinion or not; regarding any decision in which they were personally involved or not.

9.8. Electronic Media. The possible electronic media communications are:

- 9.8.1. The President or Secretary or Media Officer, should be the first point of departure through which all electronic media communication is directed. This can be in written or picture format.
- 9.8.2. Electronic media information should be submitted in a manner and at such time as he/she considers appropriate in order to maximize exposure.
- 9.8.3. Electronic media communication is often done with a view to real-time release because of the nature of the media. It is considered appropriate for the President, Secretary, Executive member or office bearer to send such communication or portray such images as he believes will be best serving the sport. It shall be incumbent upon him to ensure statements made or images captured are not injurious to the sport or to an individual member.
- 9.8.4. No other persons are authorised to make any releases on electronic media on behalf of the Association.
- 9.8.5. If a member or individual member is approached for statements, the member should advise the person seeking comments, that it is SASAA's policy that all media inquiries are directed through the Media Officer or Secretary.
- 9.8.6. It is conceivable that affiliated individual members may become aware of statements on electronic media which is detrimental or injurious to the image of the sport, organization, member or affiliated individual. In such circumstances the affiliated individual is obligated to report such publications to the individual members' Association for investigation/action or to report it to the SASAA Secretary.
- 9.8.7. Individual members engaged with the electronic media, must ensure that their appearance and use of language is presented in such a manner as to portray a positive image of SASAA and the sport of Shore Angling.

9.9. Social Media.

This media is currently the greatest exposure to the public domain which lies in the huge amount of social media platforms available. It is very conceivable that images and statements made by individuals, makes their way onto this platform without consent. The dangers of exposure are unlimited, and caution is the watchword in all communications in which members are deemed to represent the Association, or are made in a personal capacity.

- 9.9.1. The executive may from time to time decide as to who may, in the name of SASAA, insert information in this media forum. Only such recognised person/s, as determined by the Manco, shall be responsible for the control of this media platform and may post any information or images on the SASAA registered sites.
- 9.9.2. No information, verbal, written or imagery, which could bring SASAA or any of its Members or affiliated individuals into disrepute, may be posted on any social media platform.
- 9.9.3. No comments or images that are deemed to be speculative or have an actual or likely negative impact on SASAA's reputation or cause embarrassment to SASAS, its partners, Executive, officials should be posted.
- 9.9.4. Comments or images with the potential to cause harm or conflict should not be posted.
- 9.9.5. Comments or images about reports of national announcements should not be posted until after such announcements have been distributed through the normal communication channels.
- 9.9.6. All South African laws applicable to print and electronic media are applicable to social media.

10. UNACCEPTABLE COMMUNICATION

- 10.1. Everyone must be aware that any communication undertaken, has the potential to sit in the public domain and as such parts or the whole thereof may be used to discredit affiliated individuals or the Association. It is often forgotten that anything communicated to one person might be seen by great many other. Once communicated it is then not possible to revoke it. Caution is thus the key word!
- 10.2. The following are deemed to be unacceptable in any communication:
 - 10.2.1. Communication that could potentially result in operational or reputational risk to SASAA, its members, affiliated individuals or anyone associated with SASAA as a partner.
 - 10.2.2. Communication containing profanity, obscenity, derogatory or abusive remarks.
 - 10.2.3. Communication which could be viewed as discriminatory whether on the grounds of ethnic group, gender, disability, age, nationality, religion or beliefs.
 - 10.2.4. Communication which contains nudity or images of sexual nature.
 - 10.2.5. Communication which could be construed as libellous by the person about whom the comment is made.
 - 10.2.6. Communication which may have the effect of creating an intimidating or hostile environment to others.
 - 10.2.7. Communication which could lead to allegations of bullying or harassment.
 - 10.2.8. Disclosure of confidential information or information that is not readily available to those outside of SASAA. This would include any information given in confidence that is reasonable for SASAA to consider confidential.
 - 10.2.9. Communication which contains poor language and text that has not been language edited.

11. CORPORATE IDENTITY

All media, whether printed, digital, electronic or social, must promote the corporate identity of SASAA. It shall be incumbent on the Executive, official, member or affiliated individual involved in all the above media to ensure that all SASAA logos, partner's logo, where applicable, are included in all appropriate media releases, communication and all correspondence.

12. CONTRAVENTIONS OF THIS POLICY

Should anyone in any manner whatsoever, whether intentionally or negligently, cause conflict due to non-compliance with the application of this policy, they will be deemed to be in breach of an official policy of SASAA as part of the Constitution and the Code of Conduct. The Association or affiliated individual will be subjected to appropriate disciplinary action.