

Communication Policy

Approved by: Board of Directors, January 2018	Last reviewed Date: Jan 2018	Document # CC-POL-025
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1. Preamble

1.1: The Communications Policy of Cricket Canada ensures that communications across the organization are well coordinated, effectively managed and responsive to the diverse information needs of the public.

2. General principles

2.1: This policy applies to any public communication between Cricket Canada and external bodies, including the public and media.

2.2: Cricket Canada will provide the public with timely, accurate, clear, objective and complete information about its policies, programs, services and initiatives.

2.3: Official languages: As far as possible official communications from Cricket Canada will be in both official languages as per the Official Languages policy. Transitory or temporary information can be in English only. If the communication is urgent it can go forward while translation takes place.

2.4: Cricket Canada will employ a variety of ways and means to communicate, and provide information in multiple formats to accommodate diverse needs

2.5: Cricket Canada will strive to communicate effectively; information about policies, programs, services and initiatives must be clear, relevant, objective, easy to understand and useful. To ensure clarity and consistency of information, plain language and proper grammar must be used in all communication with the public.

2.6: Clear and consistent corporate identity is required to assist the public in recognizing, accessing and assessing the policies, programs, services and initiatives of Cricket Canada. Standards developed by the Branding and Marketing Manager should be applied to all communications

3. Responsibility

3.1: If a staff member responsible for communications is in place, then they are responsible for compliance with this policy. In the absence of a responsible staff member, a member of the Board shall be responsible.

4. Media

4.1: All representatives of the organization should follow the Cricket Canada Code of Conduct when interacting with the media.

4.2: As per by-law 5.2, the President is the official spokesman of the organization. The President may delegate this role to other board members or staff. In general, delegation should be to the director responsible for the area of interest.

4.3: Staff should only speak to the media with the express permission of the President.

4.4: During tournaments, tours, practices and other official Cricket Canada events, the manager, coach and captain are the spokespeople for representative teams; other players and staff should only speak to media with permission of the manager, or President/ board member responsible.

4.5: Players involved in the current national team programme may have requests from the media for interviews. They are encouraged to accept such requests, but should make the main office aware of such requests before accepting if at all possible.

4.6: Athletes need to be aware that they are representing the organization in interactions with the media, and to portray the organization positively.

4.7: The main office or President is responsible for making athletes, coaches and other spokespeople for the organization aware of any sensitive issues that may be brought up by the media which should be handled by other representatives of Cricket Canada.

4.8: All media releases must be approved by the President or their designate prior to release

5. Web site

5.1: Cricket Canada will use the web site as the primary means of communication with the public and media

5.2: Information on the web site will be available in French and English. Exceptions to this include:-

- Items of urgency that are released while translation is taking place
- Transitory news items- for example score updates from a match which will be replaced by a final report and scorecard once the match is over. Such transitory items should be removed
- Official documents from outside agencies- i.e. ICC where permission to provide translation has not been received

5.3: The need for translation should not impede the prompt delivery of information. In such cases French versions may appear later than English versions.

5.4: All sources should be fully acknowledged on the web site, and only material for which permission has been obtained can be used

5.5: Any photos portraying minors require explicit permission from the parents or guardians before use.

5.6: Only persons authorized by the Board can edit or upload material to the web site.

5.7: All material must be approved by the responsible director, or the board prior to uploading, unless responsibility has been specifically delegated in writing.

5.8: The content of the web site should represent Cricket Canada's commitments to diversity through its Equity and Gender Equity policies.

5.9: Associated web sites (Cricket Canada Kids etc.) should follow these guidelines.

6. Social media

6.1: Social media posts should in general be pre-approved, and in both official languages. Exceptions can be made for transitory or temporary information.

6.2: Social media posting should be restricted to the communications staff, board members or their designates.

6.3: Social media postings should be restricted to providing information, not engaging in debate or providing opinions.

6.4: These posts should drive traffic to the web site for more detailed information rather than being the primary source.

6.5: Any likes, retweets etc. of external content should be undertaken with caution. In general these should be restricted to information provided by provincial and territorial members and other national or international cricket bodies.

Revision History

Revision #	Revision Date	Approved By	Major Changes or Reason for Changes