

# Shropshire Paddlesport

## Communication Policy

*It is a key priority stated in the Club's annual plan that members are kept informed and can contribute to the running of Shropshire Paddlesport. Developing and maintaining a clear communication strategy and policy of what we communicate and how we communicate it is an essential aspect of this.*

### Use of Media

It is assumed that all members have access to the internet and therefore have an email address. Not all members do / or will in the future use one form of social media. The Club's website and social media can be used to promote the Club to potential members and inform members / non-members about the broad range of activity the Club is supporting.

### Saturday Briefing

At the start of the Saturday morning session the lead coach for the day holds a meeting which includes:

- The days safety brief
- Relevant announcements e.g. forthcoming events, activities
- An opportunity for any member to speak and ask questions

### Notice Boards

Notice boards at the Club are used to display the following:

- Statutory notices eg insurance certificates
- Safety notices
- Forthcoming events
- General information about the Club and British Canoeing

### Website

The Club's website acts as a point of reference for potential members and those interested in learning more about the Club and its activities. It will contain:

- General information about the type of paddlesport the Club offers
- Up to date list of Club officers and a description of their roles
- Membership details and an application for membership submission page
- The Club calendar
- Quality management information including relevant Club policies and risk assessments
- The Club merchandise shop
- Contact information for enquiries and location

The Club communications coordinator is responsible for maintaining the website

## Email (via SPOND & the SPOND App)

Used for all formal communication to Club members concerning membership, meetings, activities and trips. All members who have registered their email address on the current year membership form will be able to receive emails regarding their membership. The membership list will be updated at the end of May each year and repopulated with the current years paid up members. A number of warnings will be issued during April / May each year reminding current members to re-join.

Members must submit a valid email address.

When responding to Club emails members should consider if replying to the send only or 'reply all' is most appropriate to avoid unnecessary email traffic.

Other Club email addresses are:

- [archive@shropshirepaddlesport.org](mailto:archive@shropshirepaddlesport.org) for record keeping
- [marathon@shropshirepaddlesport.org](mailto:marathon@shropshirepaddlesport.org) for the Club Race

The Club communications coordinator is responsible for maintaining the email system

## Spond

The Spond Member Management system is used to communicate events and other relevant information to club members.

It is used to manage collecting membership, trip and events payments.

All coaches should use the system when organising trips.

Any training can be provided by the communications coordinator.

## Facebook

Facebook is used as a marketing vehicle for the Club and its activities. A point of reference for potential members and those interested in learning more about the Club and its activities. General information about forthcoming activities maybe posted, but not specific times and arrangements.

The site has restricted access to assigned editors. Members are invited to submit articles for posting via [enquiries@shropshirepaddlesport.org](mailto:enquiries@shropshirepaddlesport.org)

The Club communications coordinator is responsible for overall coordination of the page

## Articles and Club Newsletter

Periodic newsletters are compiled and sent to members. Articles are invited at any time from members and those who have organised activities e.g. trips, courses and Club activities. These articles may be forwarded to members at the time or saved to be published in the newsletter. The Newsletter and Articles provides members who do not use Facebook with Club stories and is more suitable for longer narratives.

Club communications officer is appointed each year at the AGM

## WhatsApp

Currently used by a number of coaches and committee members to ask each other questions and coordinate some activities in supporting the club.

WhatsApp is not part of the Club's strategy for communication.

Date: April 2026  
Review: April 2027

WhatsApp will continue to be used by individual members to communicate with each other, but must not be used for official Club notifications or where the whole membership would benefit from the communication.