



Worcester RFC – Communication Policy 2021

Worcester RFC's Communication's Policy is aligned to the pillars of the club adopted in 2020;

P – People; We will always put our members first.

E – Excellence; We aim to be excellent in our communications, both internally & externally.

A – Accountable & Transparent; Members will be made aware who is communicating, when and how to communicate with them & the Management Committee.

R – Rugby for All; Our messaging will be inclusive & welcoming, always.

S – Sustainable for our Future; We will recruit new members to help us provide & maintain the excellent level of communications we aim to provide long term.

All members of the management committee will commit to communicating regularly, concisely & effectively with the MC on issues they're responsible for as well as providing an email address where members can contact them directly on issues relating to the club. These will be replied to within 7 working days. They will also agree to run all external communications through the club's Communications Officer before publishing and with due notice (at least 48 hours).

Means of Communication.

Method	What is it used for?	When?	Who's Responsible?
Club Website	<ul style="list-style-type: none"> To echo all of the below in a more formal way Results What's On Who's who at the club? How to find us etc 	As required.	Tom Reeves & Henry
Commercial Website	<ul style="list-style-type: none"> PR Advertising club for hire 	TBC	? TBC
GMS	<ul style="list-style-type: none"> Newsletter delivery Urgent comms (Eg Covid updates) Possible creation of 2 lists for those who want more regular email updates & those 	By the Xth of each Month. As required Done and shared no later than 2	Jeff Crawshaw AJ & Tim to facilitate the sharing of information via GMS. Jeff Crawshaw

	<p>who will rely on Social Media.</p> <ul style="list-style-type: none"> Minutes of Meetings 	weeks (?) post meeting.	
Facebook Page @ WorcesterRugbyClub	<ul style="list-style-type: none"> External annos Recruitment of players / members PR Advertising club for hire 		Tom Reeves
FB Clubhouse Group facebook.com/groups/424881287860634	<ul style="list-style-type: none"> Internal announcements More informal chat 	As required	Tom Reeves & Brian Ryan
Twitter @WorcsRugbyClub	<ul style="list-style-type: none"> External annos Recruitment of players / members PR Advertising club for hire 	As required	Tom Reeves
Instagram	<ul style="list-style-type: none"> External annos Recruitment of players / members PR Advertising club for hire 	As required	Tom Reeves
LinkedIn	<ul style="list-style-type: none"> PR Advertising club for hire 	As required	Brian Ryan
WhatsApp Groups	<ul style="list-style-type: none"> Team availability Banter Keeping in touch Quick spread of information 	As required (messages filtered to TMs & Age Group Managers & disseminated down)	AJ, Tim & Tom Reeves => Team Managers
Heja	<ul style="list-style-type: none"> Team availability 	As required	AJ & Team Managers
Non Official Channels - WE WILL NOT BE POSTING REGULARLY IN THE BELOW			
<p>Facebook Groups;</p> <p>Worcester RFC (formerly Worcester Wanderers)</p> <p>Worcester Rugby Football Club-- Former Players</p>			

The MC WhatsApp will communicate when communication is needed. When it is, the Comms Team will endeavour to provide messaging in the following order;

1/ Website

2/ Link from website used on WhatsApp Groups, distributed to Team Managers for further distribution along the player chain. Tom/AJ will relay to Seniors, Tim to M&Js.

3/ Link, video or statement made via social media channels & GMS if deemed necessary.

4/ Other channels to follow suit IF deemed necessary

*In an emergency where speed is of the essence, the Comms Team will send agreed messaging via WhatsApp & Social Media FIRST before putting it online.

If members wish to discuss the above policy or suggest changes, additional information or anything further, they can contact the Club Communications Officer, Tom Reeves on tv.reeves1@gmail.com

