



GOV Policy on Communications and Corporate Identity

(1) Statement and Scope of Policy

1(1) Policy Statement

- (a) The Policy on communications and corporate identity (hereafter referred to as "the Communications Policy") gives context and guidance for how Gay Ottawa Volleyball (hereafter referred to as GOV) enables communication with its members, participants and the public (hereafter referred to as "external audiences") about policies, programming, services and initiatives, including the administration of GOV official symbols.

1(2) Scope

- (a) For the purposes of the Communications Policy, "communication" is defined as the means by which information is disseminated by GOV, its Board of Directors, Committee Chairs and Officers, both internally amongst itself and to external audiences. This policy relates to all communications undertaken in a formal capacity on behalf of the organization, whether in textual or electronic formats, to promote GOV policies, programming, services and initiatives.

(2) Authorities

2(1) The GOV President has the authority to approve any official communication issued to an external audience on behalf of the organization. As such, the President acts as primary spokesperson for GOV to the public, media and other stakeholders concerning GOV's programming and operations, consistent with GOV policy and decisions of the Board of Directors.

2(2) The President may designate any officers or coordinators to act as spokesperson for GOV. Their intervention must follow the Board of Directors' decisions, GOV policy, as well as the President's instructions.

2(3) The Chair of the Board has the authority to approve any official communication to an external audience on behalf of the Board of Directors. As such, the Chair acts as primary spokesperson for GOV on activities of the Board, including matters of non-profit governance and oversight, consistent with GOV policy and decisions of the Board of Directors.

2(4) The Chair may designate another Director to act as spokesperson for the Board, consistent with their instructions, GOV policy and Board decisions.

2(5) The Communications Coordinator has the delegated authority to approve any communication issued to an external audience if asked by the President, or Chair of the Board of Directors, within their respective areas of responsibility.

2(6) The Communications Coordinator may recruit volunteers to lead or help with different initiatives. These volunteers report to the Communications Coordinator.

2(7) Any amendment to the Communications Policy must be approved by the Board of Directors.

(3) Disclosure

3(1) Gay Ottawa Volleyball (GOV) attaches great importance to the protection of the privacy of individuals and representatives with whom it engages. As such, all communications activities are to be carried following the principles and guidelines outlined in the Policy on Privacy of Personal Information.

(4) Context, Mission, Vision and Values

All communications activities should be carried in a way that reflects GOV's context, mission, vision and values, as outlined in the GOV 2018-2023 Strategic Intent.

4(1) Context

- (a) GOV is a volunteer non-profit organisation that caters mainly to members and friends of the LGBTQ2+ community within Canada's National Capital Region (NCR). The league provides an inclusive, safe and social environment for the play of volleyball while supporting the needs of the LGBTQ2+ community and raising awareness of LGBTQ2+ issues in sport and well-being.
- (b) GOV invites players of all ages and skill levels to participate in drop-in and weekly league-play volleyball as an opportunity to exercise, socialize, and have fun. In addition to its core programming, GOV League hosts skills development workshops, referee clinics, weekly post-play social activities, fundraising activities such as euchre tournaments, bottle drives and trivia nights, as well as an annual Christmas party and its annual spring tournament and summer beach tournament.

4(2) Mission

- (a) GOV's mission is to promote the sport of volleyball and the health, well-being and resilience of the LGBTQ2+ community of Ottawa and the National Capital Region by creating fun, inclusive, and positive spaces for LGBTQ2+ people and allies of all skill levels to play the sport of volleyball; delivering recreational and competitive programming, and an annual tournament; collaborating with and seeking the support and cooperation of other like-minded organisations, groups and individuals with aims consistent with those of the league.

4(3) Vision

- (a) GOV's vision is that all members and friends of the LGBTQ2+ community feel that they have the opportunity to participate, develop, and excel in the sport of volleyball at the level of their choice, in a safe, inclusive and encouraging environment.

4(4) Values

- (a) GOV's programming is carried in a way that encourages the following core values:
 - i. **Health:** We provide opportunities for members and friends of the LGBTQ2+ community to actively engage in the sport of volleyball in support of greater physical and mental health.
 - ii. **Participation:** We promote a safe and supportive environment for all our members to participate in competitive and recreational volleyball and encourage

all our members to participate in the League's programs, tournaments, and events.

- iii. **Integrity and Diversity:** We treat everyone with respect, fairness, honesty, patience, understanding, and trust; regardless of gender, sexual orientation, gender identity, ethnicity, income, or ability.
- iv. **Engagement:** We engage with individuals and community groups on important LGBTQ2+ issues related to sport and physical and mental health.
- v. **Good Governance:** We develop by-laws, policies, procedures, structures, and principles, with the intent of serving the greater good of the LGBTQ2+ community and ensuring the League's long-term viability and sustainability.

(5) Objectives and Expected Results

5(1) Objectives

- (a) The objectives of this Communications Policy are to ensure that GOV communications to external audiences:
 - i. are effectively managed, well-coordinated, clear and that they respond to external audiences' needs;
 - ii. are cost-effective and carried out equally in both official languages; and that
 - iii. GOV has a standardized, distinct, visible and recognizable identity that appeals to its audience.
 - iv. GOV communications should respect the following guidelines be:
 - clear, proactive, positive, plain and prompt to the fullest extent possible;
 - professional, trustworthy and transparent;
 - accessible in both official languages; and
 - drafted with the intention to foster and build trust, raise awareness and develop ongoing relationships with external audiences, partners, volunteers and other stakeholders.
- (b) The objectives of this Communications Policy are to ensure that GOV's internal communications:
 - i. are based on collaboration and transparency, and contribute to maintaining a shared vision and strategic direction for GOV;
 - ii. are carried out in a respectful and professional manner;
 - iii. provide Directors, Officers, Coordinators and Volunteers with all the information
 - iv. and they need to do their jobs effectively;
 - v. provide Directors, Officers, Coordinators and Volunteers with clear standards and expectations for their work; and
 - vi. are carried out using the appropriate tools.

5(2) Expected Results

- (a) The expected results of this Communications Policy are as follows:
 - i. GOV has all the tools to properly communicate with external audiences, as well as to consider their views and interests when developing policies, programs and other initiatives
 - ii. Communications within and across the organization are well coordinated.
 - iii. Ensure communications are integrated into applicable league operations.

- iv. Ensure that GOV's corporate identity is applied consistently and projected equally in both official languages.

(6) Responsibilities

6(1) Responsibilities of the President

- (a) The President acts as the official spokesperson for GOV and may make public statements in GOV's name.
- (b) The President reviews and approves all communications with regards to GOV's programming and operations sent to GOV external audiences.
- (c) The President may produce their own communications products or delegate this to the Communications Coordinator.

6(2) Responsibilities of the Chair of the Board of Directors

- (a) The Chair of the Board acts as the official spokesperson for the Board of Directors.
- (b) The Chair approves all communications concerning all activities of the Board, including GOV non-profit governance and oversight.

6(3) Responsibilities officers, coordinators and committee members

- (a) Officers, coordinators and committee members enable communications with GOV's external audiences by:
 - i. Providing committee chairs, officers and coordinators with timely, clear and factual information on the Board's decisions to they can properly implement the Board's decisions;
 - ii. Responding to information requests from committee chairs, officers and coordinators (if applicable);
 - iii. Considering the needs of official languages in communications as part of the communications process; and
 - iv. Integrating communications into their emergency preparedness and crisis management planning.

6(4) Responsibilities of Committee Chairs

- (a) Committee Chairs enable communications with GOV's external audiences by:
 - i. Insisting that members of their committee integrate communications considerations in their work;
 - ii. Informing the Communications Coordinator of their need to communicate with external audiences at least one (1) week before they want the information sent out;
 - iii. Responding to information requests from other Committee Chairs, Officers and Coordinators (if applicable) in a timely manner.

6(5) Responsibilities of the Communications Coordinator

- (a) The Communications Coordinator:
 - i. Defines communications needs for each different purpose/initiative/event;
 - ii. Provides recommendations to Committee Chairs and Officers;
 - iii. Coordinates the drafting and preparation of all required communications products;
 - iv. Ensures all communications activities are carried in respect of official languages;
 - v. Maintains and update GOV's website on a regular basis;

- vi. Feed GOV's social media platforms (see GOV's Social Media Policy for more details);
 - vii. Assists in the organization of events organized by GOV;
 - viii. Drafts the league's newsletters and special bulletins, and ensure it is sent to the right audience in a timely manner;
 - ix. Monitors the info@govleague.ca inbox: maintain a communications log and engage with the appropriate officers, coordinators and/or committees on enquiries received in this inbox; and
 - x. If asked, assists in graphic design and advertising activities.
- (b) The Communications Coordinator must obtain approval from the President or the Chair of the Board (or the person they have delegated this authority to) on the strategies and communications products prior to communicating with external audiences.

(7) Non-Compliance

- (a) GOV officials and representatives may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate any individual or group as outlined in GOV's Policy on Harassment or the Code of Conduct.
- (b) The Board of Directors reserves the right to report cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) on one of its platforms to local authorities.
- (c) GOV officials and representatives who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

(8) Communications Tools

8(1) Website

- (a) GOV's website is the public's main resource for all information related to policies, programming (drop-in, league, skills and drills), tournaments and events. All information that is of interest to participants and/or members should be available on the website. It is also a portal to broadcast the most recent GOV news.
- (b) The Communications Coordinator is responsible for drafting the web content, in collaboration with the concerned parties, and to obtain approval from the concerned parties and from the President on the proposed content.

8(2) Flyers, brochures and other print communications tools

- (a) Flyers, brochures and other print communications tools can be created to inform external audiences of GOV's programming, operations, events or activities of the Board.
- (b) The creation of flyers, brochures and other print communications tools is subject to approval from the Board of Directors.
- (c) The Communications Coordinator should work with all involved Directors, Officers, Coordinators or Volunteers to develop flyers, brochures and other print communications tools.

- (d) The use of GOV's logos and corporate identity should be applied consistently in all flyers, brochures and other print communications tools, as outlined in Section 10 - GOV's Corporate Identity.
- (e) The President (or the person they delegated the authority to) should provide final approval on every flyer, brochure and other print communications tool related to GOV's programming, operations and events.
- (f) The Chair of the Board (or the person they delegated the authority to) should provide final approval on every flyer, brochure and other print communications tool related to activities of the Board.
- (g) The distribution of flyers, brochures and other print communications tools by Directors, Officers, Coordinators, Volunteers and members of the public is subject to approval from the Board of Directors.

8(3) Email

- (a) GOV uses mass email to communicate with external audiences.
- (b) Email is used to send reminders about the upcoming important dates, Drop-in dates, League-play dates, tournaments, events and other administrative information relevant to external audiences.
- (c) Emails can be sent on a regular basis, or an "as-needed" basis in case of unforeseen events/circumstances or operational needs.
- (d) Officers and Committee Chairs must inform the Communications Coordinator of their intention to include operational information in an email at least 48 hours before the proposed send date.
- (e) All emails received by Directors, Officers, Coordinators or Volunteers should be addressed within 48 hours, to the fullest extent possible.
- (f) Directors, Officers, Coordinators and Volunteers should not use their personal email addresses to disseminate information related to GOV's programming, operations or activities of the Board.
- (g) Directors, Officers, Coordinators and Volunteers should not use their GOV email address for non-GOV related business.
- (h) Directors, Officers, Coordinator and Volunteers should encourage external audiences to reach out to GOV by sending an email to the generic inbox, info@govleague.ca if they don't have the answer to a question they are asked.

8(4) Media Inquiries

- (a) Media inquiries should be redirected to the President (if regarding programming or operations) or to the Chair of the Board (if regarding activities of the Board, including non-profit governance and oversight).
- (b) The President or the Chair are responsible for gathering the information required to respond to media inquiries, including communicating with officers, coordinators and committee members if necessary. The President or the Chair must maintain and update a logbook of all media requests they are handling.
- (c) The President or the Chair must inform the Board of Directors of any media inquiry.

- (d) All media inquiries should be addressed within 48 hours by the President or by the Chair, to the fullest extent possible.

8(5) Social Media

- (a) GOV uses social media platforms to communicate with external audiences, as well as to inform them of the programming, important dates and other relevant information. The Gay Ottawa Volleyball Policy on Social Media should be consulted for more details.
- (b) All messages received through social media should be addressed within 48 hours by the Communications Coordinator, to the fullest extent possible.

8(6) Facebook

- (a) GOV's Facebook page is called "[Gay Ottawa Volleyball](#)" (@GayOttawaVolleyball)
- (b) The Facebook page is administered by the Communications Coordinator.
- (c) Only the Communications Coordinator and the President should have administrator rights on the Facebook page.
- (d) Only the Communications Coordinator, the President and a support person named by the Communications Coordinator (if applicable) should have editor rights on the Facebook page.

8(7) Instagram

- (a) GOV's Instagram page is called "Gay Ottawa Volleyball" (@govleague)
- (b) The Instagram account should be used to promote the organization's dynamic character through pictures and videos submitted by participants, members, officers, committee chairs or Directors.
- (c) The Instagram account is administered by the Communications Coordinator.
- (d) Only the Communications Coordinator and the President should have administrator rights on the Instagram account.
- (e) Only the Communications Coordinator, the President and a support person named by the Communications Coordinator (if applicable) should have editor rights on the Instagram account.

(9) Image consent and content rights

- (a) GOV must obtain people's permission to use their image publicly, whether it is by ensuring they have signed the Photo Waiver or by asking them personally, before using it on the web, in emails, on social media platforms or in any other communications tool.
- (b) GOV should not use or publish content created by another organization on any of its platforms, unless authorised to do so by said organization.
- (c) Individuals and organizations must not use content or products created by GOV in their promotional material, unless authorized to do so by GOV.
- (d) If GOV uses third party content on any of its platforms, it will name and acknowledge the creator of the content.

- (e) If a person or organization uses content originally created by GOV, it is expected that credit for creation of the content be given to GOV.

(10) Emergency Communications and Crisis Management

- (a) On certain occasions, unforeseen events or circumstances (facilities closures, weather alerts, pandemics, etc.) might generate an urgent need for communications products. In this event, it is expected that all involved parties collaborate to draft said products and communicate with external audiences as quickly as possible.
- (b) In the event of such unforeseen circumstances, and if GOV needs more time to assess the situation, communications should follow these general guidelines:
 - i. Tell the truth and be accessible;
 - ii. Refrain from disclosing names and private information of anyone affected;
 - iii. Express concern for impacted people as appropriate;
 - iv. Avoid conjecture and speculation, and not offer personal opinion;
 - v. Describe steps we are taking to manage the situation; and
 - vi. Commit to finding the missing information and communicating it with the people who made the inquiry.
- (c) In the event of such unforeseen circumstances, and if all involved parties cannot be reached, the President has the authority to work directly with the Communications Coordinator to issue messages or statements to external audiences as quickly as possible, consistent with GOV policy and decisions of the Board of Directors.
- (d) In an emergency situation, it is expected that communication to external audiences on non-essential matters be postponed, and that all resources be dedicated to informing the public of said emergency situation and the impacts on GOV's programming. All platforms should be used to reach the broadest audience as quickly as possible.

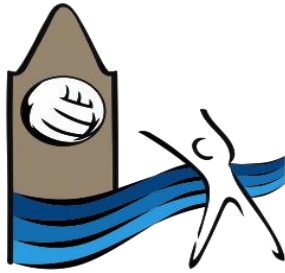
(11) Corporate Identity

11(1) Logo

- (a) The following logos should be used consistently in all GOV-issued communications or communications products.
- (b) The following logo should be used in color or in black and white for all letterheads, web banners and email headers, or as a primary logo.



- (c) The following logo should be used in color or in black and white for all thumbnails, email footers, or as a secondary logo.



Tim Klodt, Chair of the Board

22 February 2021

Date

James Clemens, Secretary to the Board

22 February 2021

Date