

Club Communication

Approved July 11, 2024

In order to ensure that information about the Club is communicated consistently and reported accurately, communications shall be managed by the Director of Communications.

Corporate Identity

The Club name and logos are to be used in accordance with the Use of LUVVC Name and Logos policy (see below). All Club documents shall bear the Club name and/or logo. Standard templates for letters, flyers, and documents shall be prepared and made available for use by Club members with prior approval of the Director of Communications.

External Communication

Any media enquiries shall be directed to the Director of Communications or Club President. Members shall not speak to the media on behalf of the Club without prior approval of the Director of Communications. If a Club member would like to pursue media opportunities for a player, their team, or its activities (e.g. fundraising), approval must be received in writing from the Director of Communications and the Club President.

Communication with the general public will take place through the Club's website under the direction of the Director of Marketing and Promotion (or the Director of Communications depending on volunteer capacity). Club members may submit stories, photos, and other information for the website and social media, which will be posted at the discretion of the Director of Marketing and Promotion.

At no time is the Club name or logo to be used on a website, social networking site, or other publicly available site without prior written approval of the Director of Communications. External/open websites or social networking sites shall not be used by teams, players, coaches, or individuals for communicating within their teams unless access to the information is protected from public view.

Internal Communication

The Club has decided to use the "TeamSnap" platform to support internal communication. Information relevant to members will be available on TeamSnap. This method of communication, along with the public website, will be only one means of communicating with members.

The Club will make all necessary information available through the TeamSnap messages app and media folders, external website (www.lanarkunitedvolleyball.com), and team email lists. Club information (not related to specific teams) will also be communicated through social media channels. Members are also encouraged to sign up for LUVVC email updates.

For security reasons, team practice schedules shall only be published on TeamSnap and never on the external website. Teams may not post their practice schedule on any website, forum, or social networking site that is open to public access.

In signing the membership agreement, Club members allow the Club to communicate with them using the email address provided on their application. The Director of Communications shall control access to these email addresses through TeamSnap and other marketing channels. The Club's email directory will not be given or sold to any outside organization. Once Club membership has expired, email information may be kept by the Club and used to promote its activities. Former members may request to have their addresses removed or to be "unsubscribed" from our email list.

Use of LUVV Name and Logos

The Lanark United Volleyball Club name and all logos are the intellectual property of the LUVV. The use of the LUVV name and the design and use of LUVV logos is under the direction of the Director of Marketing and Promotion or Club President.

The Club name includes its variations and programs:

- Lanark United Volleyball Club
- LUVV
- Lanark United
- LU Volleyball

Club logos include the following:

			
			

LANARK UNITED

VOLLEYBALL CLUB

EST 2022

Clothing/Merchandise

Teams or individuals may not feature the LUVVC name or logos on clothing items or merchandise items without the express written consent and design approval of the Director of Marketing and Promotions or Club President. Design files and specifics on proper colour usage will be provided upon approval of the request.

Internet

Teams or individuals may not use the LUVVC name or logo on any Internet-based communication or social networking sites without prior written consent of the Director of Marketing and Promotions or the Director of Communications.

Promotional Materials

Promotional materials (t-shirts, posters, banners, flyers) must be approved in advance by the Director of Marketing and Promotions (design) or the Director of Communications (content). This includes promotional materials for developmental programs and camps.