

# Club Communication

Approved: September 14, 2025

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In order to ensure that information about Lanark United Volleyball Club (LUVC) is communicated consistently and reported accurately, communications shall be managed by the Director of Communications. LUVC name and logos are to be used in accordance with the Use of LUVC Name and Logos policy. LUVC documents shall bear the LUVC name and/or logo. Standard templates for letters, flyers, and documents shall be prepared and made available for use by LUVC members with prior approval of the Director of Communications.

## 1. External Communication

### 1.1. Media and Public Communications Policy

All media inquiries and requests for comment regarding the LUVC must be directed to the Director of Communications or LUVC President.

Members are not authorized to speak to the media on behalf of the club without prior written approval from the Director of Communications. To secure media opportunities for a player, a team, or a club activity (e.g., fundraising), a written request must be submitted for approval to the Director of Communications and/or the Club President.

### 1.2. Digital Communications and Social Media Policy

Official club communication will be distributed through the LUVC website under the direction of the Director of Communications. LUVC members are welcome to submit stories, photos, and other relevant content, which will be posted to the website and social media platforms at the discretion of the Director of Communications.

The use of the LUVC name or logo on any external website, social networking site, or other publicly accessible platforms are strictly prohibited without prior written approval from the Director of Communications. Teams, players, coaches, and



individuals are also prohibited from using external websites or social networking sites for internal team communication unless access to the information is protected from public view.

## **2. Internal Communication**

### **2.1. Lanark United Volleyball Club Website**

The LUVVC website serves as the primary and official channel for communicating essential information to its members. The club will use the website to post important updates such as general announcements. It is the responsibility of each member to regularly visit the website to stay informed and ensure they have the most current information.

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.

### **2.2. Club Wide Emails**

By signing the membership agreement, all members grant the LUVVC permission to communicate with them using the email address provided on their application. The Board of Directors will manage access to these email addresses via TeamSnap and other marketing platforms.

The LUVVC email directory will not be shared, rented, or sold to any external organization. Upon the expiration of a membership, the club may retain and use the member's email address for the purpose of internally promoting its future activities. Former members have the right to request the removal of their address or to be unsubscribed from the club's email list at any time.

### **2.3. TeamSnap**

LUVVC uses TeamSnap ([TeamSnap Web Page](#)) to facilitate communication at a team level. TeamSnap is a comprehensive communication tool that centralizes all aspects of youth volleyball club management, aiming to simplify logistics and keep everyone

informed. Instead of juggling multiple group texts, emails, and phone calls, it provides a single platform for coaches, guardians, and athletes to connect. It can be accessed through a web portal or downloaded to a phone from the app store. . The use of TeamSnap by athletes, guardians and coaches shall be conducted in accordance with all Club and OVA policies.

Here's a breakdown of how TeamSnap is used for communication within LUVU:

### 2.3.1. Centralized Team Communication:

- **Team Chat:** The app's core chat function allows for real-time conversations within the team. Coaches can post announcements, reminders, and last-minute updates, and guardians and athletes can respond. This helps keep all communication in one place, avoiding the confusion of fragmented text chains.
- **Direct Messaging:** TeamSnap also allows users to send private messages to individuals or smaller custom groups, such as a group of setters or athletes. As a reminder, private communication in TeamSnap may not be private as the Club who moderates TeamSnap may have access to all communications within the application.
- **Alerts and Reminders:** For urgent or important information, coaches and/or Team Managers can send alerts via push notifications or text messages, ensuring that critical news, like a last-minute practice cancellation due to weather, is seen immediately.
- **Privacy:** TeamSnap contains athlete and guardian information and should only be used for the purpose of communicating with other team members and should not be disseminated for other purposes. This is the same with respect to all photos collected within the application.

