



## Guidance for online communication and content

### **Purpose**

This guidance is intended to help all who use or access the Croquet Association's technology, media channels and systems to comply with the requirements of the Policy for Croquet Online.

### **Background**

The digital environment is a minefield for the unwary or the poorly informed that can place at risk both individuals and the organisation they represent, or whose system they use. Digital communications are easily spread and can reach recipients the author never intended. Jokes or quips that seem funny to one can be deeply offensive to others. This guidance provides advice, insights and best practice to help members avoid such pitfalls and create harmonious communication across the croquet community.

### **Guidance and best practice for different forms of communications:**

#### Telephone and voice communication:

Voice communication manner:

- Remember that you are an ambassador for croquet at all times
- Be helpful, business-like and to-the-point
- Be efficient – take notes of important conversations, and list important personal actions
- Keep your cool – use tact and diplomacy to avoid awkward situations.

Delivering messages:

When you take a message for another member, take down contact details of the caller, notes of the conversation if necessary and ensure that you pass it on promptly.

#### E-mails

Put aside time to deal with e-mails, don't feel the need to respond to each e-mail immediately.

Compose your messages in plain English and do not include anything you would not put on paper or say.

Keep e-mails concise and relevant:

- Decide what the message is about
- Decide the action needed and the deadline for action
- Direct the recipient to any relevant attachment

- Give an accurate subject title.

Consider the recipient:

- Be aware of other people's schedules and ways of working
- Tell the recipient the schedule you are working to
- Be organised – try not to request things at the last minute
- Remember that while e-mails can be brief and quick, they can also be misinterpreted; consider using verbal communications if there are sensitive or contentious issues involved.
- Think about the recipients before sending a reply. Remember that 'reply to all' or 'forward to all' is not always appropriate.

### Virtual Meetings

- If the meeting is to be recorded, then before recording make sure all participants are aware and advised to turn off their camera and mute their microphone before recording starts if they do not wish to be recorded.
- Ensure you mute your microphone when not speaking, particularly in large meetings or if there is a lot of noise in your background.
- Turn off your camera as well as microphone if eating
- Pay attention during virtual meetings rather than multi-tasking.
- Refrain from any of the activities listed in the disciplinary procedure section 14.1
- Good meeting etiquette requires attendees to avoid social media access on any device during any meeting. Attendees should only use social media sites during meetings for professional purposes and as agreed in advance with others in the meeting.

### Social Media

Concept:

It is critical that we remember who we are and what our role is in the social media community (to build our brand and promote positive conversations about croquet). The same rules that apply to our messaging and communications in traditional media still apply in the online social media space.

Rules:

- Each social media platform has its own terms and conditions for use which must not be breached.
- In addition, each social media platform used by the Croquet Association has Croquet Association house rules, which are clearly displayed on each platform. All postings, pictures, videos and other forms of communication should comply with these rules.

### **The Croquet Association's expectations for users of online social media:**

- You are responsible for your actions.
- You should not post anything that can potentially tarnish croquet's image.

- Let subject matter experts respond to negative posts.
- Don't manipulate the social media flow by creating 'fake' destinations and posts designed to mislead followers.
- Online, your personal and croquet personas are likely to intersect. The Croquet Association respects the free speech rights of all of its users, but you must remember that supporters and colleagues often have access to the online content you post. Keep this in mind when publishing information online. Remember **NEVER** to disclose non-public information about croquet (including confidential information), and be aware that taking public positions online that are counter to croquet's interests might cause conflict.

### **Expectations for Online Spokespeople**

Just as with traditional media, we have an opportunity -- and a responsibility -- to effectively manage croquet's reputation online and to selectively engage and participate in the online conversations that mention us every day.

As a Croquet Association representative, it is important that your posts convey the same positive, optimistic spirit that croquet instils in all of its communications. Be respectful of all individuals, races, religions and cultures; how you conduct yourself in the online social media space not only reflects on you - but it is also a direct reflection on croquet.

As online spokespeople, you must ensure that your posts are completely accurate and not misleading, and that they do not reveal non-public information of croquet. Exercise sound judgment and common sense, and if there is any doubt, **DO NOT POST IT.**

Once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later.

### **Social Media Administration Team**

Those people who are given administration rights and privileges to the Croquet Association's social media platforms will be issued with additional guidance which will complement and not contradict this policy and guidance.

### **References:**

Policy for Croquet Online

### **Issue:**

Public consultation document: January 26<sup>th</sup> 2021  
Paul Hetherington, Director of Communication.