

## GTRNZ external communication policy and guidelines(draft)

### INTRODUCTION

#### What we mean by external communications

This policy refers to communications that reflect policy and views of the elected committee of GTRNZ for the term they have been appointed.

These are communications through various channels such as email, the website and facebook. The communicated messages are those that have been discussed and considered by the GTRNZ committee.

These messages reflect the thinking/wishes of the GTRNZ committee, not an individual on the committee.

#### The purpose of the external communication

Informing the club membership of what we can do for them

To promote the club's achievements, activities and events of significance

Expanding the general visibility of the club to the wider public

Ensure that accurate information is conveyed to the club membership and public regarding club activities.

#### Determining whether a message to the club membership should be subject to this policy

1. The communication relates to the operation of the club and the events the club is involved with.
2. The nature of the communication is such that the committee has a reasonable expectation that it has had a chance to discuss and review the topic.

This includes, but is not limited to, changes to important club documents such as the GTRNZ Series Articles, the constitution, sponsorship offers, offers to race at a particular event (eg Supercars, Australian GTs), information about a race event (fees, paddock maps, driver briefings etc), club responses to MSNZ policy or requests.

## Guiding Principles

Important information should always be available on the website. Releasing solely through social media does not capture enough of the core membership of GTRNZ at the moment.

When externally communicating on behalf of the club, the GTRNZ secretary should be cc'ed into the communication.

All committee members should do their best to contribute and comment at committee level regarding official club communications.

Committee members will make their contact details available on the website.

Facebook administration will be the President and Secretary unless otherwise decided by the committee. The club Facebook page will contain the contact details of the secretary unless otherwise decided by the committee. Other roles such as editor, advertiser etc will be approved by the committee.

External communication should take into account the effect on sponsorship arrangements and be cognisant of any sponsorship obligations on the club.

Speculation or gossip does not form any part of official club communication.

Committee members are not restricted in any way from commenting in a personal capacity on official communications but should indicate this at the time e.g.. "speaking for myself, I thought it might be better if we did...."

## How the club should communicate these messages

Legitimate ways to communicate include the website, newsletters, text messaging, social media providing the above policy is observed.