



# Canoeing Ireland Brand Management & Communication Guidelines



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## Introduction

The purpose of this policy is to provide guidelines for the use of the Canoeing Ireland brand for the promotion of a positive, professional image of the company internally and externally. Stakeholders include members, principle committees, clubs, partner organisations, media and the general public.

Perception of our brand impacts on our public image, target audience engagement and fundraising efforts. Good brand management will influence and shape public perception of Canoeing Ireland, encourage sponsorship and increase membership.

This policy will define how Canoeing Ireland, the various disciplines and clubs can optimise exposure and engagement by communicating in a coherent, recognisable, responsible and professional manner.

## Policy

### Responsibilities of management (Board & CEO)

1. Ensuring alignment of the brand with Canoeing Ireland's mission, strategic direction & values.
2. Approval of Canoeing Ireland's brand, messaging and corporate visual identity.
3. Approval of devices, emblems and distinct logos as part of the corporate brand.
4. Overseeing adherence to brand identity in all forms of communication representing Canoeing Ireland to stakeholders.

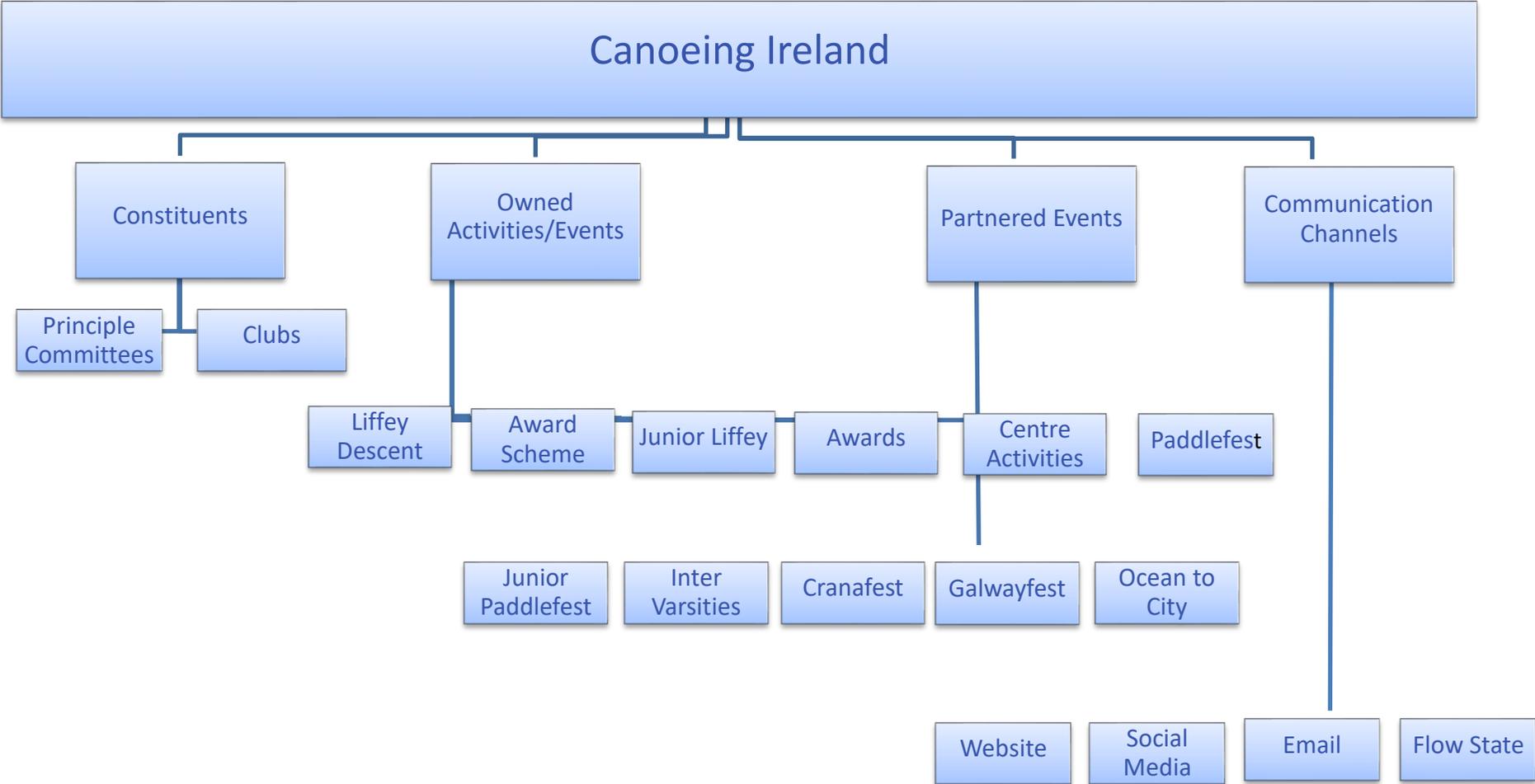
### Usage

5. All component committees and clubs must use only the approved Canoeing Ireland logo to identify their activities, events etc.
6. Discipline committees will not use a logo, device, colour, typeface, emblem or mark that has not been approved by Canoeing Ireland.
7. Colour variations of the official corporate logo may be approved for use by specific stakeholders or on specific advertising material.
8. Where Canoeing Ireland enters into a joint venture agreement requiring the creation of a distinct corporate logo the proposed logo must be approved by the Board.

### Unauthorised Use

9. The inappropriate or unauthorised use of the Canoeing Ireland brand will be regarded as a breach of this policy and action may be recommended by the Board to enforce the Canoeing Ireland's rights in relation to the brand.
10. Canoeing Ireland may order the permanent removal of material that is breach of this policy, or the reproduction of material to correct specifications.

Brand Hierarchy



## Appendix 1

### Social Media Policy

#### Policy overview and purpose

Social media is changing the way we communicate. Our social media policy has been developed to inform our community about safe and effective use of the various social media platforms to enable participation while being informed and mindful of responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media.

The purpose of the policy is to assist in establishing a culture of openness, trust and integrity in all online activities related to Canoeing Ireland. Central to the policy are guidelines for the paddlesports community to appropriately engage in social media use.

#### Underlying principles

This policy complements Canoeing Ireland's core values of Teamwork, Transparency, Excellence, Respect, Commitment and Inspiration.

#### Coverage

This policy applies to all persons who are involved with the activities of Canoeing Ireland, whether they are in a paid or unpaid/voluntary capacity and including:

- Members
- Persons appointed or elected to Canoeing Ireland board, committees and sub-committees;
- Employees of Canoeing Ireland;
- Members of Canoeing Ireland's Executive;
- Support personnel, including managers, coaches physiotherapists, psychologists, masseurs, sport trainers and others who may be contracted to work with Canoeing Ireland;
- Coaches and assistant coaches;
- Athletes;
- Referees, umpires and other officials;
- Member associations
- Member clubs and commercial entities

#### Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc.)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc.)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc.)
- Review sites (e.g. Yelp, Urban Spoon, etc.)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc.)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc.)
- Geo-spatial tagging (e.g. Foursquare, etc.)

- Online enciclopedias (Wikipedia, etc.)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc.)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc.)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing Canoeing Ireland on social media;
2. If you are posting content on social media in relation to Canoeing Ireland that might affect business, products, services, events, sponsors, stakeholders, members or reputation of Canoeing Ireland.

*NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Canoeing Ireland or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to Canoeing Ireland may still be regulated by other policies, rules or regulations of Canoeing Ireland.*

#### Using social media in an official capacity

Canoeing Ireland will have a single and coherent social media profile. All activities relating to Canoeing Ireland discipline committees, individuals or teams and Canoeing Ireland participation events will be advertised, mentioned and updated through the *official* Canoeing Ireland platform, on all social media channels. Satellite channels relating to Canoeing Ireland discipline committees, individuals or teams and Canoeing Ireland participation events are prohibited.

You must be authorised by the CEO of Canoeing Ireland before engaging in social media as a representative of Canoeing Ireland.

To become authorised to represent Canoeing Ireland in an official capacity, you must have made yourself familiar with Canoeing Ireland's social media policy and sign the ethics and privacy statement relating to the use of Canoeing Ireland's social media.

As a part of Canoeing Ireland's, community you are an extension of the Canoeing Ireland brand and as such, the boundaries between when you are representing yourself and when you are representing Canoeing Ireland can often be blurred. This becomes even more of an issue as you increase your profile or position within Canoeing Ireland. Therefore it is important that you represent both yourself and Canoeing Ireland appropriately online at all times.

#### Guidelines

You must adhere to the following guidelines when using social media related to Canoeing Ireland activities or its business, products, competitions, teams, participants, services, events, sponsors, stakeholders, members or reputation.

### ***Use common sense***

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

### ***Protect your privacy***

Be smart about protecting yourself and your privacy. When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it. Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

### ***Honesty***

Your honesty, or dishonesty, may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Canoeing Ireland recommends erring on the side of caution, if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

### ***Use of disclaimers***

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble, it may not have legal effect.

### ***Reasonable use***

If you are an employee of Canoeing Ireland you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

### ***Respect confidentiality and sensitivity***

When using social media, you must maintain the privacy of Canoeing Ireland's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of Canoeing Ireland.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by Canoeing Ireland, it is perfectly acceptable to talk about Canoeing Ireland and have a dialogue with the community, but it is not okay to publish confidential information of Canoeing Ireland. Confidential information includes things such as details about litigation, unreleased information and unpublished details about our organisation: e.g. team, coaching practices, unpublished financial information and other organisation secrets. When using

social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

#### ***Gaining permission when publishing a person's identifiable image***

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour. In every instance, you need to have consent of the owner of copyright in the image.

#### ***Complying with applicable laws***

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

#### ***Abiding by copyright laws***

It is critical that you comply with the laws governing copyright in relation to material owned by others and Canoeing Ireland's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

#### ***Discrimination, sexual harassment and bullying***

The public in general, and Canoeing Ireland's employees and members, reflect a diverse set of customs, values and points of view. You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

#### ***Avoiding controversial issues***

Within the scope of your authorisation by Canoeing Ireland if you see misrepresentations made about Canoeing Ireland in the media, you may point that out to the relevant authority in your club, committee or team. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

#### ***Dealing with mistakes***

If you make an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Canoeing Ireland of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

#### ***Conscientious behaviour and awareness of the consequences***

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership of Canoeing Ireland at risk. You should always follow the terms and conditions for any third-party sites in which you participate.



You must not use any of Canoeing Ireland's intellectual property or imagery on your personal social media without prior approval from Canoeing Ireland.

Canoeing Ireland's intellectual property includes but is not limited to:

- Trademarks
- Logos
- Slogans
- Imagery which has been posted on Canoeing Ireland official social media sites or website.

You must not create either an official or unofficial Canoeing Ireland presence using the organisation's trademarks or name without prior approval from Canoeing Ireland.

You must not imply that you are authorised to speak on behalf of Canoeing Ireland unless you have been given official authorisation to do so by Canoeing Ireland

Where permission has been granted to create or administer an official social media presence for Canoeing Ireland you must adhere to the Canoeing Ireland Branding Guidelines. (See under Brand Guidelines).

#### Policy breaches

Breaches of this policy include but are not limited to:

- Using Canoeing Ireland's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content in breach of Canoeing Ireland's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Canoeing Ireland its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

#### **Reporting a breach**

If you notice inappropriate or unlawful content online relating to Canoeing Ireland or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Report to the CEO of Canoeing Ireland – [ceo@canoe.ie](mailto:ceo@canoe.ie)

### ***Investigation***

Alleged breaches of this social media policy may be investigated according to Canoeing Ireland's complaints and disciplinary procedures. Where it is considered necessary, Canoeing Ireland may report a breach of this social media policy to An Garda Síochána.

### ***Disciplinary process, consequences and appeals***

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained on the Canoeing Ireland's website.

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- Charter of Human Rights and Responsibilities Act 2006
- Information Privacy Act 2000
- Equal opportunity laws
- Contempt of Court
- Gaming Laws