



# Communications Policy

## Aim

The aims of this policy is to provide standardisation for internal communications with AUSC members.

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## 1 Revision

This policy is to be maintained and reviewed by the AUSC Committee.

## 2 Application

This policy applies to all members, in particular those AUSC committee members responsible for sending internal communications to AUSC members.

## 3 Weekly E-Mail

A weekly e-mail should be sent to Adelaide Announce every Monday/Tuesday to publicise to AUSC members the planned diving for the following weekend. It should also give details of the diving that occurred (with optional photos and links to articles/photos on the website), and give any other details in other sections. An example of an e-mail in this format is shown in Figure 3-1.

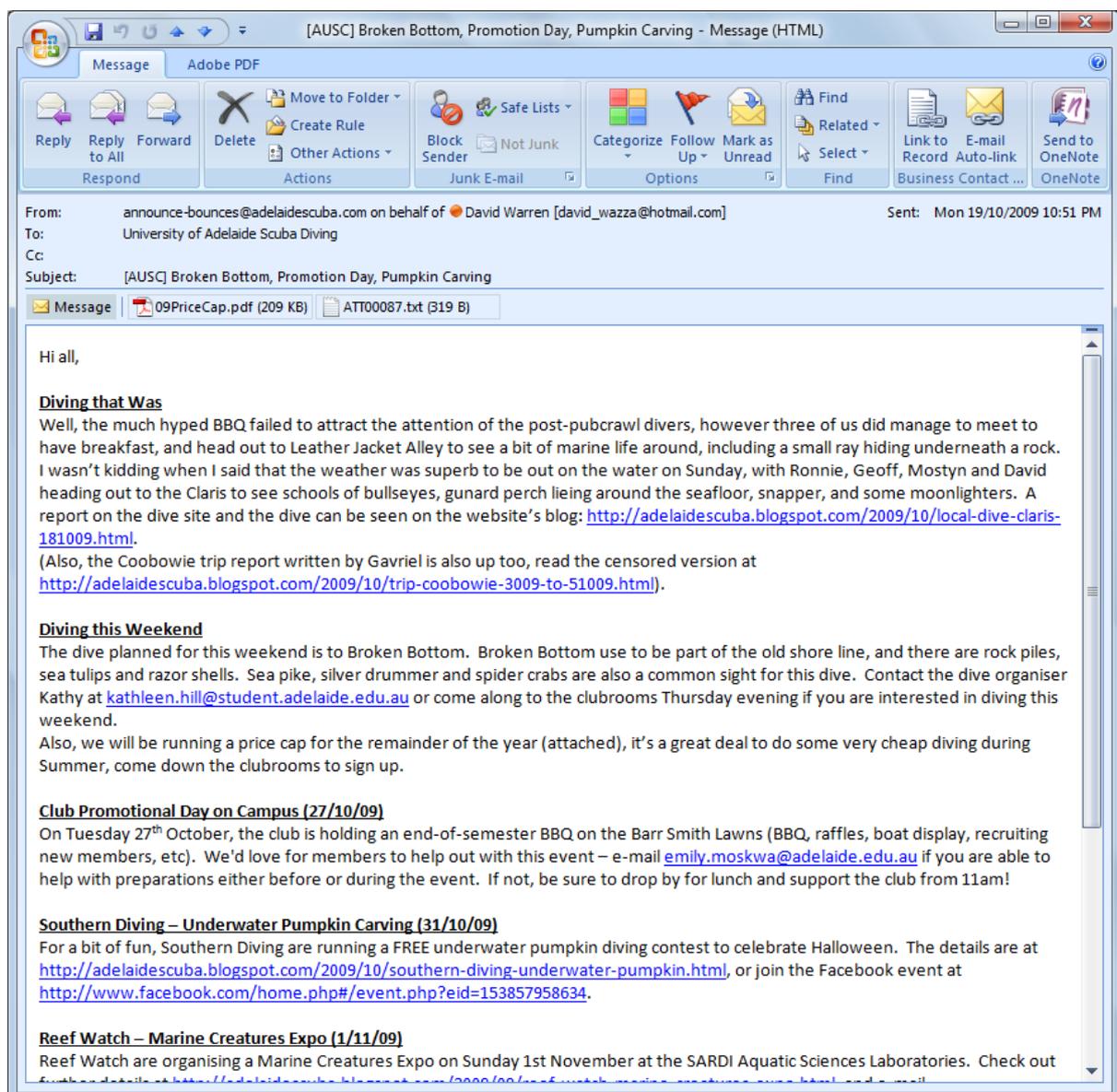


Figure 3-1 Weekly E-Mail Example

It is primarily the dive organiser's responsibility to send this e-mail (on behalf of the committee and any other announcements that need to be sent), and the President should oversee this to ensure this happens (be accountable).

## 4 Website

The website is located at:

<http://www.adelaidescuba.com>

## 5 Blog

The blog is used to update news items, and provide dive trip reports.

In order to contribute news items, you need to be invited to be an author. All committee members are entitled to do this. The information officer is accountable to ensure this gets done. The blog's home is located at:

<http://adelaidescuba.blogspot.com>

Once you have logged in, you can click "New Post" to enter your story/report/event. There are buttons to include hyperlinks, and upload images and video. Make sure you have a title and relevant labels, then click publish. You can always edit the post after it has been published if it does not look right.

### 5.1 Labels

Labels are necessary for two reasons:

- Stories are grouped by label, so on the blog someone can click on a label they are interested in, and see all the relevant stories;
- Content is filtered on AUSC's website (Section 9.3) based on whether it is a current news item, or report:
  - Label "Report" will automatically be added on AUSC's home page under "Trip Reports" heading, as well as in more detail under the "Trip Reports" page;
  - Label "Current" will appear under the "Current News" heading, and on the "News" page. Once the news story is no longer relevant, the "Current" label should be removed by the author, which should automatically remove the article from the site.

If a post does not have one of these two tags it will not appear on the website.

## 6 Photographs

AUSC encourages all photographers during diving, and to contribute any photos to the club's communications.

### 6.1 Flickr group

A Flickr group was set up by Steve Barber to collaborate dive photos taken by club members. AUSC members should be encouraged to add their own photos, and the page can be found at:

<http://www.flickr.com/groups/ausc/pool/>

### 6.2 Photo of the Season

It was decided to offer two free air fills to the photo of the month.

(Reference: Motion of AUSC Committee Meeting 2 Jun 2009)

However, due to the lack of entrants, it was changed to Photo of the Season to allow more time for entries.

Competition rules:

- Photo of the Season will be awarded to the best photo uploaded to the AUSC Flickr group each season (see Section 6.1);
- The period for each season is given in Table 6-1.

*Table 6-1 Season periods*

<b>Season</b>	<b>Period</b>
Spring	1 Sep to 30 Nov
Summer	1 Dec to 28 Feb (29 in leap years)
Autumn	1 Mar to 31 May
Winter	1 Jun to 31 Aug

- To be eligible for a given season, the photo must be accepted into the group by one of the Flickr group administrators in the relevant period;
- The winner must be a current member of the AUSC;
- The winner is not eligible to win Photo of the Season in the consecutive season;
- Once a photo has been added to the group, it is eligible for that period only, i.e. it cannot be entered again for a later competition;
- The winning entry will be decided at the discretion of the AUSC committee, decided by either e-mail correspondence; or at the first committee meeting following each period, whichever is deemed more appropriate;
- The winning entry entitles the member who took the photo to three free air fills, which expires six months after the winner is notified.
- To be eligible, the photo must be related to the activities and/or members of the AUSC, and are not limited to underwater photography.

Although not available at the current time, a poll may be introduced at a later date to allow the winning photo to be voted from a shortlist of entries. This ruling will be introduced should a committee meeting motion be carried.

## 7 Document control

Revision (Date)	Person	Comments
0 (15/11/2009)	<b>Author:</b> David Warren, Treasurer <b>Reviewed:</b> Emily Moskwa, Secretary <b>Approved:</b> Mostyn Walker, President	Document released to club membership.
1 (12/2012)	<b>Approved:</b> Sam Owen	
2 (13/10/2015)	<b>Author:</b> David Warren <b>Reviewed:</b> Committee (via Meeting 13/10/2015) <b>Approved:</b> David Warren, President	Updated to new format.