Membership Communications Policy

Part of the policy Framework

Our Mission

To promote high standards of Western Equitation

and stimulate the growth of these riding disciplines

Document Metadata

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Contents

1. Purpose

This policy outlines how the Western Equestrian Society (WES) communicates with its members, ensuring information is delivered in a timely, professional, and coordinated manner. It supports clear expectations around tone, tools, responsibilities, and confidentiality.

2. Scope

This policy applies to:

- All communications sent by WES to its membership

- Council, Officers, Area Reps, WES Professionals, and volunteers who contact members on WES's behalf

- Emails, newsletters, social media, print, website, and digital tools

It includes:

- What gets communicated

- Who may communicate

- Channels and tools used

- Member data and privacy

- Communication standards

3. Definitions

- **Operational communication**: Information about membership, events, rules, voting, or administration

- **Engagement communication**: Stories, features, encouragement, or community-building content

- **Mass email**: An email sent to all or most members

- **Direct contact**: Targeted 1:1 or small-group messages (e.g. Area Rep emails, training invites)

4. Policy Statement

WES values its members and commits to clear, respectful, and purposeful communication. Messages must be appropriate, necessary, and handled responsibly. All communications reflect the Society's values and reputation.

We aim to inform, support, and engage our members — without overwhelming them.

5. Roles and Responsibilities

Role	Responsibility
Secretary	Oversees messaging standards, maintains tools, supports Council-wide updates
Chairperson	May issue strategic messages or responses on behalf of the Society
Area Reps	Communicate with members in their region under guidance from the Area rep co-ordinator
Newsletter Editor	Prepares the WES Newsletter and supports engagement activity
Council / Officers	Contribute updates and announcements; submit to Secretary or Newsletter Editor

6. Policy Detail / Procedures

6.1 Core Principles

All communications must:

- Be professional, respectful, and inclusive
- Be necessary or useful — not excessive
- Reflect WES values and tone (friendly, neutral, supportive)
- Use member data responsibly and securely
- Avoid unnecessary repetition or overlapping messages

6.2 Channels

Channel	Purpose	Managed By
Member Mojo Email	Official announcements, notices, membership-wide info	Membership secretary
WES Newsletter	Monthly updates, features, reminders	Newsletter Editor
Facebook Page	Public updates, highlights, links to content	Social Media Lead

Website News	Formal content and archives (minutes, policies)	Secretary
Area Rep Emails	Local event info, reminders, tailored messages	Area Reps
WhatsApp Groups	Optional, informal community updates (e.g. Pros)	Education Officer etc.

6.3 Email Use and Approval

- Council members may draft messages for distribution

- Mass emails (e.g. voting notices, surveys, policy updates) must go via Member Mojo or Mailchimp

- Messages to small groups (e.g. Professionals, Area Reps) may be sent directly by Officers

- Emails containing sensitive topics (e.g. complaints, removals, policy breaches) must be reviewed by the Secretary and/or Chair before being sent

6.4 Privacy and Member Data

- All emails must use BCC or managed email platforms to protect member addresses

- Member Mojo is the only approved mailing list tool with full database access

- Downloading, exporting, or retaining member email data outside this system is not permitted without written approval

- Member preferences (e.g. opt-out from certain updates) must be respected

6.5 Tone and Content Standards

WES communications must:

- Use plain, clear English

- Avoid jargon, cliques, or in-jokes

- Be grammatically correct and checked before sending

- Include only accurate and agreed messaging (no speculation or assumptions)

When in doubt: pause and check with the Secretary.

6.6 Use of Social Media

WES social media accounts:

- Are managed centrally by designated volunteers

- Must follow tone and moderation guidance

- Should reflect the community positively, but not misrepresent policy or Council views

- Are not to be used to resolve complaints, disputes, or internal matters

Only approved Officers may post on behalf of WES. Members may be featured or tagged with consent.

7. Related Policies and References

- Code of Conduct
- Data Protection (GDPR) Policy
- Safeguarding Policy
- Whistleblowing Policy
- Social Media Guidance for Area Reps (Templates folder)

8. Compliance and Breach Handling

Misuse of communications channels — including unauthorised messaging, inappropriate tone, or data breaches — may result in:

- Message recall or correction
- Access restriction to tools or systems
- Referral under the Disciplinary Procedure for serious or repeated issues

All breaches will be logged by the Secretary.

9. Review and Version Control

Version	Date	Author	Changes Made
0.1	18/07/2025	DG	Initial policy draft
0.5	08/10/2025	DG	Changes following chairmans review
1.0	04/11/2025	DG	Published

10. Approval Record

Approved By	Date	Notes
Full Council	04/11/2025	Approved for immediate use