



## Communications Policy

### Introduction

The Scottish Gliding Centre has a number of tools available to communicate both with members and the public. This document lists these tools and attempts to set out a policy of how they should be used.

### Tools available

The club has the following systems available to support communication.

1. Direct email
2. Email Mailing lists: Membersinstant and other more specific mailing lists
3. Click n Glide
4. WhatsApp groups – various
5. Members' Forum
6. Social Media accounts – Facebook, Instagram, Tik-Tok etc.

### What to use each for

1. **Direct email.** The club has an email address for each member available in the Aerolog system. This can be used to contact a member directly by the office or a board member when required, or used via the Aerolog system for things like sending statements. The communication is one to one. Email addresses should not be shared with other members or non-members. You can update your details with a “Change request” in Aerolog. This email is required for the club to communicate with you.
2. **MembersInstant.** This is an email mailing list intended to be used for disseminating important club information to members – things like AGM information and support documentation, notices of upcoming club meetings like Winter Talks and XC Talks and other, infrequent communications relevant to all members.

It should not be used to send out meeting minutes for things like Board Meetings, Safety Meetings and the like. We need to keep **all** members on this email mailing list to ensure delivery of AGM and other legally required notices. Overusing the mailing list will result in members unsubscribing or marking the emails as spam – which results in Internet service providers blacklisting the mailing list server and work then to get blocks lifted.

This is required for the club to communicate important details. You can update your email address by visiting <https://lists.scottishglidingcentre.com/mailman3/lists/>

Other mailing lists such as InstructorInstant or CadetInstant allow emails to be sent to targeted groups of members and the list of group members controlled centrally.

3. **Click n Glide.** This system is primarily used for visibility of duty rotas, planned daily attendance and communication of flight training requests. The Comments section for each day allow important operational and weather information to be communicated easily to anyone planning to be at the Airfield – although it does require members to check the system for updates.

Click n Glide also allows direct messaging to a member, group of members or all people down to attend on a day. The system sends an email to the email address that they have registered on Click n Glide but, a bit confusingly, replies must be done via Click n Glide and not by direct email. It has the advantage of being available for all members to contact any other member without having to know their email address.

All active members at the club should be on the Click n Glide system. You can change your email address in the Settings page, and choose whether or not your phone number and email address are visible to other club members.

4. **WhatsApp Groups.** The club has a WhatsApp community with a number of sub groups. Some of these are useful like the Tug Pilots group, Winch Drivers, etc. The general Operations group can be used for time sensitive day to day communications about operational issues. However the groups are all unmoderated and so can quickly descend into a chat group with a poor signal to noise ratio. There are also groups for photos and general chat.

As a result a lot of members are not on WhatsApp and it should not be used for any information intended to be sent to all members. However it does occasionally contain useful time-sensitive information.

Joining the community is optional, you can leave at any time. Note that phone numbers of members are available to all other members in the community. You should set your WhatsApp name to be something which is recognisable to club members.

5. **Members' Forum.** This is a Discourse Forum with a variety of topics available. It is not moderated and can be used for general chat and discussion where members can chose if they want to participate or not. You can delete your account at any time.

MembersInstant emails are copied automatically to the forum for longer term reference and the forum is used to post meeting minutes – like Board Meeting Minutes.

6. **Social Media Accounts.** These are used mostly by the marketing group at the club to post interesting snippets about the club that are intended for member and general

public consumption.

Your personal data will be processed by external providers if you interact with these social media accounts.

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