



PEOPLE AND OPERATIONS

Media and Communications Policy

ADOPTED BY THE BOARD OF DIRECTORS

November 19, 2024

ORGANIZATION

Foosball Clubs USA Inc., a 501(c)(3) nonprofit

This is the adopted version of this policy. Find every FCUSA policy at
foosballclubsusa.com/policies. Questions are welcome at
admin@foosballclubsusa.com.

Foosball Clubs USA Inc.

Media and Communications Policy

1. Purpose

The purpose of this policy is to establish guidelines for all media and communications activities at Foosball Clubs USA Inc. This policy ensures that all communications are consistent, accurate, and aligned with the organization's mission and values, and that the organization's public image is maintained and enhanced.

2. Scope

This policy applies to all employees, volunteers, and board members involved in media and communications activities for Foosball Clubs USA Inc.

3. Policy Statement

Foosball Clubs USA Inc. is committed to effective and transparent communication with its stakeholders, including the media, members, donors, sponsors, and the general public. All communications will reflect the organization's mission, values, and objectives.

4. Authorized Spokespersons

- **Designation of Spokespersons:** The Executive Director and designated members of the communications team are the primary spokespersons for the organization. Other employees and volunteers may act as spokespersons only with prior authorization.
- **Media Inquiries:** All media inquiries must be directed to the designated spokespersons. Unauthorized individuals should not respond to media inquiries.

5. Media Relations

- **Proactive Media Engagement:** The organization will proactively engage with the media to promote its activities, events, and achievements. Press releases, media advisories, and press conferences may be used to share important information.
- **Response to Media Inquiries:** Designated spokespersons will respond to media inquiries promptly and accurately. All responses should be aligned with the organization's messaging and approved communications strategy.
- **Media Interviews:** Any media interviews with employees, volunteers, or board members must be approved and coordinated by the communications team.

6. Social Media

- **Official Accounts:** The organization will maintain official social media accounts to communicate with its audience. These accounts will be managed by the communications team.
- **Content Guidelines:** Content posted on official social media accounts should be informative, engaging, and aligned with the organization's mission and values. Inappropriate or sensitive content must be avoided.
- **Employee and Volunteer Conduct:** Employees and volunteers must not post content related to the organization on their personal social media accounts without prior authorization. When posting personal content, they should avoid any statements or actions that could negatively impact the organization's reputation.

7. Internal Communications

- **Communication Channels:** The organization will use various internal communication channels, including email, newsletters, meetings, and intranet, to keep employees and volunteers informed about organizational updates and activities.
- **Confidential Information:** Employees and volunteers must protect the confidentiality of sensitive information. Confidential information should not be shared with unauthorized individuals.

8. Brand and Messaging

- **Consistency:** All communications, including written, verbal, and digital, should be consistent with the organization's branding, messaging, and tone of voice.
- **Brand Guidelines:** The organization will develop and maintain brand guidelines to ensure consistency in visual identity, messaging, and tone. These guidelines will be shared with all employees and volunteers involved in communications.

9. Crisis Communication

- **Crisis Management Team:** A crisis management team will be established to handle communication during emergencies or crises. The team will include key members of the leadership and communications team.
- **Crisis Communication Plan:** The organization will develop and implement a crisis communication plan that outlines procedures for managing and communicating during a crisis. The plan will include guidelines for internal and external communication, media relations, and stakeholder engagement.

- **Timely and Transparent Communication:** During a crisis, the organization will communicate promptly, transparently, and accurately with all stakeholders. Designated spokespersons will provide regular updates and address any concerns.

10. Compliance and Legal Considerations

- **Compliance:** All communications must comply with relevant laws, regulations, and ethical standards. This includes copyright laws, privacy laws, and advertising standards.
- **Legal Review:** Any communication that involves legal implications, such as contracts, agreements, or statements about legal matters, must be reviewed and approved by legal counsel.

11. Training and Capacity Building

- **Training:** Employees and volunteers involved in communications will receive regular training on media relations, social media management, crisis communication, and other relevant topics.
- **Capacity Building:** The organization will invest in building the communication capacity of its staff and volunteers, providing them with the tools and resources needed to effectively manage media and communications activities.

12. Monitoring and Evaluation

- **Performance Metrics:** The organization will establish performance metrics to evaluate the effectiveness of its media and communications activities. Metrics may include media coverage, social media engagement, website traffic, and stakeholder feedback.
- **Continuous Improvement:** The communications team will regularly review and analyze performance metrics to identify areas for improvement. Feedback from stakeholders will be used to refine and enhance communication strategies.

13. Review and Revision

This Media and Communications Policy will be reviewed annually to ensure its effectiveness and relevance. Updates and revisions will be made as necessary to reflect changes in laws, organizational policies, or best practices.

14. Conclusion

Foosball Clubs USA Inc. is committed to maintaining clear, consistent, and transparent communication with its stakeholders. By adhering to this Media and Communications

Policy, the organization ensures that all communications support its mission and values, fostering trust and engagement with its audience.