

PARKLAND UKRAINIAN DANCERS SOCIETY

Communication & Media Policies

2026–2027 Dance Season

DRAFT FOR REVIEW

These policies outline communication expectations, social media and publicity guidelines, and media release requirements for PUDS families during the 2026–2027 dance season. By participating in the program, families acknowledge that they have reviewed and agreed to these policies.

1. Communication Policy

Purpose

This policy establishes expectations for respectful, timely, and effective communication among Parkland Ukrainian Dancers Society (PUDS) members, families, instructors, volunteers, and Executive members.

Communication Channels

PUDS may use the following communication methods:

- Email / Band – official announcements, updates, upcoming events, important information, and reminders
- Group chats (WhatsApp, Messenger, etc.) – group coordination and reminders
- Meetings and AGM – discussion, planning, and decision-making
- Website and social media – public information, promotions, and announcements

Members are responsible for regularly reviewing communications distributed through these channels.

Communication Expectations

All communication related to PUDS should be:

- Respectful, courteous, and constructive
- Clear, accurate, and professional
- Shared in a timely manner when action is required
- Kept confidential when dealing with sensitive or personal matters

Parkland Ukrainian Dancers Society

Harassment, bullying, discrimination, or inappropriate conduct through any communication platform will not be tolerated.

Responsibilities

Executive

- Oversee official club communications
- Ensure information is distributed accurately and in a timely manner
- Address communication concerns when they arise

Secretary

- Maintain meeting minutes and records

Communication Parents

- Share information with their assigned group in a timely manner
- Report concerns or issues to the Executive

Members and Families

- Review club communications regularly
- Respond to requests when required
- Communicate respectfully with all members, instructors, volunteers, and Executive members

Social Media

- Only authorized individuals may post on behalf of PUDS.
- Personal opinions must not be represented as official club positions.
- Content shared on behalf of PUDS must reflect the organization's values and reputation.

Concerns and Conflict Resolution

Communication concerns should be directed to the President and Vice President. Concerns will be addressed respectfully and in accordance with applicable PUDS policies.

Policy Review

This policy will be reviewed periodically and updated as required by the Executive.

2. Publicity and Media Release Policy

Purpose

Parkland Ukrainian Dancers Society (PUDS) uses photographs, videos, and other media to celebrate and promote the club, its members, and its activities. This policy outlines how media may be collected and used while respecting the privacy of members and families.

Scope

This policy applies to all dancers, members, volunteers, instructors, and participants involved in PUDS activities, including practices, performances, festivals, events, and fundraising activities.

Media Use

PUDS may photograph, record, or film participants during club activities. These materials may be used for:

- Club websites and social media platforms
- Newsletters, posters, brochures, and promotional materials
- Local media and community publications
- Club archives, reports, and historical records

Consent

By accepting this policy, I grant permission for PUDS to use my image and/or my dancer's image, likeness, voice, name, and participation in PUDS activities for promotional, educational, and informational purposes.

I understand that:

- Images and recordings may be used in print and digital formats.
- No compensation will be provided for the use of these materials.
- Materials may be used without a specific expiration date.
- All photographs, videos, and recordings remain the property of PUDS.

Opt-Out

Members who do not wish to be photographed or recorded must notify the PUDS Executive in writing (president@pudsociety.ca). While PUDS will make reasonable efforts to respect these requests, complete exclusion from group photos, videos, or public event recordings cannot be guaranteed.

Media Storage

Media collected by PUDS will be maintained by authorized Executive members, instructors, or designated volunteers and used only for legitimate club purposes.

Policy Review

This policy will be reviewed periodically and updated as required by the Executive.