ULSTER Badminton

Communications Strategy

Reviewed- Nov 2026

Communications Strategy

INTRODUCTION

This Strategy has been developed to help Ulster Badminton achieve its Strategic aims.

OUR OBJECTIVE:

To use all our communication platforms both present and potential, to effectively communicate with our members, for our members and in conjunction with our wider stakeholders in order to promote Badminton in Ulster; to allow the efficient transfer of information between those with an interest in Badminton

OUR AIMS:

- "Ulster badminton will aim to use all relevant communication channels to raise the profile and promote all aspects of Badminton in Ulster. They will provide information, guidance and support for affiliated members, clubs and the wider public with an interest in the sport
- Ulster Badminton will continue to develop and expand our communication channels to offer the best access to news, resources and information for our affiliated members and stakeholders. This will also improve the income generation potential of the Sport.
- To increase the understanding among members of the service we provide and therefore to improve satisfaction with these services.

OUR KEY TARGETS

(i) Use a range of communication channels including new media platforms to communicate with members and to offer the opportunity of celebrating individuals and affiliated Clubs achievements.

(ii) Work with our partners to continually develop the UB website, and to review, update, and complete our database with the most up to date and relevant contact details to ensure effective communication.

(iii) Promote Ulster Badminton in the wider press as and where appropriate.

COMMUNICATION PRINCIPLES:

Communication will be undertaken through a variety of channels but should always be in accordance with the following key principles:

- Communication will be honest, open and accurate
- Communication will be accessible and when necessary made available in alternative formats.
- Communication will be consistent, relevant and timely.
- Communication methods will be monitored and reviewed regularly.
- Communication will be cost effective and will make effective use of new technologies as appropriate.

STAKEHOLDERS:

Ulster Badminton is responsible for developing effective communication links with its affiliated Clubs, Members and other key stakeholders. The target audience of any communications will vary dependent on the content being communicated.

Stakeholders include:

- Board members
- Affiliated Clubs
- Sponsors/Partners
- Affiliated Members
- Badminton Ireland
- GB Badminton
- Government agencies/departments/officials

COMMUNICATION METHODS:

EXTERNAL COMMUNICATIONS

(i) E communications: Ulster Badminton will continue to focus on developing our e communications as a cost effective and efficient method of communication. This includes, but is not limited to:

- Website:
- Social Media Accounts
- E-mail

USE OF SOCIAL MEDIA

Definition of Social Media: *"A category of sites that is based on user participation and user-generated content. They include social networking sites like LinkedIn, Facebook, Instagram or Twitter (X) and other sites that are centred on user interaction".*

~~For the purposes of this policy 'Social Media' will refer to using interactive platforms such as Twitter to promote Ulster Badminton.~~

It will be the responsibility of staff and designated officers to manage, produce content and promote Ulster Badminton social media platforms. All content produced by the officers is done so in pursuance of their role and therefore the ownership of such lies with Ulster Badminton.

It will be the responsibility of the Chair and the Ulster Badminton Designated Safeguarding Officer to be aware of what content is being put onto the sites and if it is deemed unacceptable for any reason, contact the office for its removal.

The officers as the contributors to social media, will be responsible for using social media for the promotion of and benefit of the organisation, pursuant to the aims and targets outlined in Ulster Badmintons Strategic Plan.

It will be the responsibility of the contributors to adhere to these broad principles:

- Content and posts will be relevant to the work of Ulster Badminton specifically, or in it's general role for the promotion of badminton.
- All communications will comply with copyright, privacy, data protection and other relevant legislation.

Ulster Badminton to appoint a Social Media Co-Ordinator and develop a social media policy with dedicated co-ordinators for the different areas with the various roles and controls associated with the positions.

Further information on use Social Media is outlined in the Badminton Ireland Social Media and Photography Policy

E-mail

E-mails are the most direct form of communication with clubs, players and other interested parties.

E-mail Safeguarding guidelines:

- Only staff that have gone through relevant safeguarding checks should use and have access to the e-mail messaging system.
- The number of staff who have access, particularly relating to young people, should be kept to a practical minimum.
- All e-mails sent must make clear to any young person receiving it, that it comes from Ulster Badminton rather than just giving the issuing e-mail address or name of the individual.

INTERNAL COMMUNICATION:

Board members, staff and volunteers will be kept regularly informed about key issues relevant to the organisation through a variety of methods, including:

- Board Meetings (including subcommittee meetings) lead by the Chair, relevant Directors and Executive Manager
- Updates relevant to the organisation via email communications.

(Additions)

- Monthly Staff Meetings lead by Executive Manager

BRANDING:

Consistent use of the Ulster Badminton branding will help Members and Stakeholders recognise the work of the organisation. Effective branding will need:

- Consistency with key messages.
- All communication materials should be easily recognisable as having been produced by Ulster Badminton
- The Ulster Badminton logo should be used to identify our publications and use by a third party should be approved by the appropriate Officer delegated by the Chair.

PROMOTING EQUALITY

Ulster Badminton will promote equality and diversity as and where possible through our communication channels. Ulster Badminton has achieved the foundation level of the 'Equality Standard for sport'. As such we will ensure that:

- Published material is written in simple language
- Regular reviews of published materials will ensure there is no discriminatory language used and there is no unnecessary emphasis on one sex.
- Ensure that there is a range of methods to contact Ulster Badminton including, email, telephone and by post.
- Ensure that if formal requests are made, Ulster Badminton will take the necessary steps to address any needs of those attending seminars/events hosted by Ulster Badminton
- Ensure that the use of visual images reflects the diversity of society including age, ethnicity, gender and disability.
- Ensure we actively promote initiatives/programmes designed to promote equality or increase diversity in badminton through our communication channels.

DEFAMATION

Definition of Defamation*: "Defamation is the legal term that covers both slander and libel; slander is defamation by word of mouth, and libel is defamation in written form*." A statement about an individual or organisation is deemed to be defamatory if it harms their reputation by:

- Exposing the individual or organisation to hatred, ridicule or contempt
- Causing the individual or organisation to be shunned or avoided
- Lowering the individual or organisation in the estimation of right-thinking members of society
- Disparaging the individual in their office, profession or trade or the organisation's office, profession or trade.

Ulster Badminton welcomes comments from its members/stakeholders however we reserve the right to remove or amend without notice comments which we believe might be defamatory, including those that:

- Are considered likely to disrupt, provoke, attack or offend others.
- Are racist, sexist, homophobic, sexually explicit, abusive or otherwise objectionable.
- Contain swear words or other language likely to offend.
- Breaks the law or condones or encourages unlawful activity. This includes breach of copyright, defamation and contempt of court.
- Advertise products or services for profit or gain.
- Are seen to impersonate someone else.
- Are written in anything other than English.
- Contain links to other websites without the express prior consent
- Unattributed quotations used beyond accepted fair use.

Any person who believes a statement may be defamatory of them or of others must inform the Ulster Badminton Office as soon as possible. The relevant staff member will use reasonable endeavours to remove the content as soon as practicable thereafter, pending further investigation.
Each complaint made will be considered by the Ethics & Welfare Committee. If after the investigation, the content is deemed by the Ethics & Welfare Committee not to be defamatory it may be re-instated at the committee's discretion. The Ulster Badminton staff & Ethics & Welfare committee are also empowered to remove potentially defamatory content which comes to their attention other than through a direct complaint.
Avoiding Defamation: The following sets out some of the defamation issues members/stakeholders should be aware of when writing content on Ulster Badminton's website or other media platforms (outlined above).

1. *Meaning*: Regardless of whether you intend to or not, if a statement is understood by a reasonable person to be defamatory, you will be liable for defamation.
2. *Identification*: For a defamation case to succeed, the defamatory statement must be seen to refer to the claimant, even if that was not the writer's intention. Leaving out someone's name is no guarantee of avoiding defamation, if there are other clues that could lead to their identification.
3. *Repetition:* Just because you are quoting someone else's words does not mean it is safe. You could just be repeating a defamatory statement. As far as the law is concerned, each publication is a fresh publication of the defamation and can be sued upon.

Photography

Ulster Badminton is aware that parents / carers want to be able to celebrate the achievements of their children and also it, as an organisation, want to promote their activities to encourage increased participation. With this in mind appropriate and proportionate safeguarding must be in place to ensure a safe sporting environment for children and young people.

Ulster Badminton will ensure all necessary steps are taken to protect children and young people from inappropriate use of their images in resources and media publications, on the internet and elsewhere.

Further information on Photography is outlined in the Badminton Ireland Social Media and Photography Policy

General

Annual Report: Ulster Badminton will produce an Annual Report available for members at the AGM. The annual report will highlight features of our work over the last 12 months & is communicated to clubs & members via the website, Social Media and email.

Ah hoc publications: It may be necessary for Ulster Badminton to produce ad hoc publications in order to highlight specific issues or to promote certain activities. These will be communicated via the appropriate channel depending on the subject matter.

Additional Communication platforms: Ulster Badminton will make a concerted effort to identify any new means of communication that will help us achieve our Communication aims, this could include utilising new social media platforms or identifying different communication platforms that we are not currently using.

Communications on behalf of Sponsors/Partners: Ulster Badminton will, on agreement with a sponsor organisation and in line with UB policy, promote these organisations using all available communication platforms as per the terms of any agreement with a partner/sponsor.

In Summary:

Ulster Badminton's Commitment to effective communication will ensure they are talking to the right people in the right way. Communication needs to be a two way process with all parties having a clear understanding of what the organisation is trying to achieve.
As an organisation we strive to be approachable to our members so they feel comfortable communicating with us.

"The most important goal of effective communication is clarity"