



**CYCLING
IRELAND**

Cycling Ireland Spokesperson Policy

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Version: V1.1

Date: 11.03.2024

Version Control History:

Cycling Ireland Spokesperson Policy		
Version No.	Date	Status
1	13/06/2022	GMCI – Initial Draft from Sport Ireland Guidance based on a Type C organisation
Final	22/6/2022	Approved by the Board
1.1	16/02/2024	GMCI review for inconsistencies. TD and JQ review as the current nominated Spokespersons: Changes include: <ul style="list-style-type: none"> • Communications Manager change to Coordinator • 3.6 changed from should to shall • Twitter to 'X' • TikTok added as a platform • Review period set Next Review Period: Q1 2027
V2	11.03.2024	Approved by the Board

1. Purpose of this policy

The purpose of this policy is to provide clarity on who is entitled to formally represent and speak on behalf of the organisation. The spokesperson role involves the faithful representation of the organisation when speaking on behalf of the organisation.

For example, within the Governance Code for Sport, principle 5 makes explicit reference to the need to protect and promote the organisation's reputation.

“The focus and definition of governance are typically associated with direction and control and achieving the organisation's mandate for the betterment of its stakeholders. Governance guidance (association, membership, codes, etc.) also place an obligation on organisations, their leadership team and staff to protect, sustain, and enhance the organisation's reputation and profile and ensure that the brand is not tarnished in any way.”

Within the governance framework, under the representational aspect of board member roles it should be specifically highlighted that members must be aware that, when writing or speaking on any matter that is within the remit of the Board or Sport Organisation, they may be perceived as representing the organisation, the Board or the Board's position even when they are writing or speaking as an individual. Any (mis)perception that a member is speaking as a Board member can lead to embarrassment and distress for both members and the wider organisation.

In considering the governance arrangements and policies in sporting organisations and national governing bodies, the issue of communications generally and the various roles and responsibilities in relation to media relations and “speaking for” the organisation, are areas where a variety of practices prevail and in many organisations, there does not appear to be an explicit policy or protocol in place.

For the purposes of this policy, a Spokesperson is an individual who is explicitly authorised by the Board of Cycling Ireland to speak and represent Cycling Ireland publicly. Unless otherwise expressly limited, a Spokesperson has broad latitude regarding the topics that the Spokesperson may entertain when speaking on behalf of Cycling Ireland in public. Unless otherwise expressly limited, a Spokesperson is authorised to represent Cycling Ireland to the media.

2. Designated Spokespersons

- 2.1. Only Designated Spokespersons are permitted to speak on behalf of Cycling Ireland
- 2.2. A Designated Spokesperson may be appointed by:
 - 2.2.1. The Cycling Ireland Board of Directors (the Board), or
 - 2.2.2. The Chairperson/President of the Board, or
 - 2.2.3. The Cycling Ireland CEO
- 2.3. The Cycling Ireland CEO is the designated spokesperson for the organisation. In the absence of the CEO the spokesperson role will be delegated to a member of the Senior Leadership Team.
- 2.4. The Chairperson (or President) of the Board may be designated to undertake the role, depending on what the announcement/news relates to.
- 2.5. The Board should be made aware of Spokespersons' activities whereby such activities are anticipated to have a significant impact (positive or negative) on the organisations reputation.

3. Non-Designated Spokesperson Representations

- 3.1. If a request of a Board or staff member to make a statement to the media or represent the organisation in a public forum is received, the CEO and the Communications Coordinator should be informed and they will agree as to who should speak and if the request is acceded to or the invitation is accepted.
- 3.2. Board Members/staff will not speak to the media or in a public forum without the prior knowledge and approval of the Chief Executive, Communications Coordinator and/or Board Chair/President.
- 3.3. When prior agreement has not been obtained, they will inform the Board Chair/President, CEO and Communications Coordinator at once when they have spoken to the media or in a public forum.
- 3.4. When speaking on behalf of the organisation, the speaker or contributor should reflect the current organisational policy, even if they personally hold a different view.
- 3.5. When speaking as a private citizen, the Board member/staff will strive to uphold the reputation of the organisation and those who work in it. If this is through a social media platform, the provisions of the Cycling Ireland Social Media Policy apply.
- 3.6. Board members/staff shall respect organisational, Board, committee and individual confidentiality.
- 3.7. Board members should take an active interest in the organisation's public image, noting news articles, books, television programmes and similar profile pieces about the organisation, about similar organisations or about important issues for the

organisation.

4. Other Representations

4.1. Other aspects such as press releases, publications which outline policy positions of the organisation as well as annual and other reports will be reviewed and quality assured in advance. The social media policy and the use of platforms such as 'X' (formerly Twitter), LinkedIn, Facebook, Instagram, TikTok etc should also be consistent with the position as set out in a final agreed media policy.

5. Review Period

This Policy shall be reviewed as required but not to exceed every three years.