



INTERNATIONAL ORIENTEERING FEDERATION

IOF Communication

Policy and Guidance

Version 2, 2019-01-28

Issued by: IOF Office

The 2018 General Assembly approved the Strategic Directions for the International Orienteering Federation (IOF) for the years 2019-2022:

VISION

Orienteering is the most attractive adventure-based sport for all ages

MISSION

We promote the global growth of orienteering and develop competitive and recreational orienteering

MAIN GOAL

Our main goal is to increase the attractiveness of orienteering:

- to participants, and
- to external partners so as to be included in the Olympic and Paralympic Games.

General objective

- Assure a communication line within the IOF that results in a strong image for the organisation.
- Provide member federations and the public with accurate and timely information, communicated in a professional manner.

Specific objectives

- To strengthen the external image of the IOF
- Strengthen communication procedures
- Assure that procedures of communication are known to all within the IOF
- Assure the correct use of the logo of the IOF
- Ensure that all communication are in line with the IOF's policies

Responsible person for communication

The IOF Communication Officer is responsible in the IOF for ensuring that communication is in line with the communication policy. The duties include:

- To ensure communication is carried out correctly and effectively under this policy
- To oversee the production of informative material
- To coordinate the distribution of communications

General guidelines

All IOF volunteers and employees are representing the IOF and good communication, both internal and external, will strengthen the positive image of the IOF.

All IOF volunteers and employees have a responsibility to help communicate accurate and timely information within the IOF in a professional manner. All communication with the public should be through IOF official communication channels.

All correspondence and reports of the IOF shall be circulated among the relevant parties in confidence on the understanding that this information is privileged and possibly subject to privacy laws. All accounts and registers of the IOF will be readily available for inspection. Minutes of Council meetings and the General Assembly will be circulated to all member federations and published on the IOF website. Summaries of all Commission minutes will be made public on the website.

IOF Volunteers

IOF Volunteers affected by these guidelines:

- Council members
- Commission members
- Event advisers
- Regional coordinators

Internal communication

Internal communication is communication between the IOF Office, Council, Commissions, Event Advisers, Member federations and organisers of major events. There are various levels of internal communication within the IOF. The communication between IOF Office, Council and Commissions must remain internal and confidential. Internal communication between Event Advisers, Member federations and organisers of major events must be done professionally, but not as formal as at the highest level in the organisation.

External communication

External communication includes communication with media, partners, sports authorities, orienteers and the public in general. It is preferable that all external communication is conducted in cooperation with the IOF Office. All official communications from the IOF,

such as Council meeting minutes, Commission meeting summaries or any other documents to be published, shall always be published via the IOF Office through official IOF channels.

All external IOF communication should be permeated with the IOF values:

Sustainable

Orienteering provides mental and physical challenge, builds life-skills and self-confidence and promotes a healthy lifestyle. We are respectful of the natural environment and promote environmental good practice. Orienteering events require limited infrastructure and a low threshold for participation. We are progressive in our response to changes in society.

Inclusive

We equally include people from all ethnic, religious and social backgrounds. Success by women and men is equally recognised. Orienteering is a sport for people across all generations and with varying physical abilities.

Ethical

We are characterized by good governance, democracy and transparency. We are committed to fair play - characterised by the spirit of friendship. Everyone shall conduct themselves with the highest ethical standards of fairness, honesty and respect for the rules and for one another. We are committed to being a doping free sport and support the enforcement of the World AntiDoping Code.

IMPLEMENTATION

Member Federations, the IOF Council, the IOF Commissions and the IOF Office work together to achieve the main goal. Council has the responsibility to implement the Strategic Directions and reports to the General Assembly.

Personal communication

It is important for employees/volunteers to bear in mind that personal communications may reflect on the IOF, especially if they are commenting on orienteering matters. Personal communication includes various forms such as social media (Facebook, Twitter, blogs, YouTube et cetera), letters to editors of newspapers, and personal endorsement.

Guidelines personal communication

1. It must be remembered that what is written is being made public and likely to remain in the public domain for a long time. It may also be spread to large audiences.

2. The IOF expects its employees and volunteers to be truthful, courteous and respectful towards other employees, volunteers, national federations, organisers, competitors, and other persons associated with the IOF.
3. Personal social media account names or e-mail names shall not be tied to the IOF.

Writing e-mails with a personal e-mail name is only permitted for internal communication. All council members, Commission chairpersons and regional coordinators shall be provided with an orienteering.org address by the IOF Office. When writing e-mails with an orienteering.org address the official IOF signature shall be used by the sender:

Best regards,

Name Name
Title/duty (ex. Council member, IOF WOC Senior Event Adviser)

International Orienteering Federation
www.orienteering.org
Twitter: @IOFOrienteering
Facebook: www.facebook.com/IOFArena
YouTube: www.youtube.com/user/IOFOrienteering
Instagram: IOF_orienteering

It is preferred that formal internal communication goes via the IOF Office.

Confidentiality

Council and Commission members shall keep internal discussions confidential within the IOF, both during the decision-making process and afterwards. This allows everyone to express their opinions in discussions without having to fear that they are later published.

Commission Meeting minutes are for internal use only, as they may include information about on-going discussions and other confidential issues which must not be published externally. Summaries of the minutes will be published on the IOF website.

Where the IOF performs official consultation with member federations and appointed experts regarding specific topics, consultation answers shall be open and may be published via official IOF channels. If a consultation is conducted confidentially this shall be indicated in the consultation documents in advance. Any member federation or appointed expert shall have the opportunity to request that their consultation answer is kept confidential.

IOF logo guidelines

IOF Logos:

- IOF logo

- Discipline logos (FootO, MTBO, SkiO and TrailO)
- IOF World Cup logos
- World Orienteering Day logos

The IOF logos shall primarily be used in official IOF communication and always in close cooperation with the IOF Office. This document spells out the limited other circumstances under which the logos may be used. If there is uncertainty about whether the logos may be used, the IOF Office should be contacted for guidance.

We encourage the use of the logos:

1. On documents published by IOF bodies (Council, commissions and working groups)
2. On websites, maps, start numbers, bulletins and marketing of IOF events, including World Ranking Events
3. On websites of commissions, national federations and regional groups
4. On websites as a link to the IOF website, World Orienteering Day website or World Cup page.

Additionally, the IOF logos may be used as a design feature by IOF bodies and member federations, for example on clothing or other similar items, but only after the express approval of the IOF Office.

Guidelines to follow:

- Only approved IOF logo artwork, as provided on orienteering.org, may be used.
- The logos may not be imitated or used as a design feature in any matter other than as stated above.
- Neither the logos nor the IOF name may be used in any other company name, product name, service name, domain name, website title, publication title or the like.
- Read more about guidelines to follow in the IOF Brand Book.

Crisis communication

In these situations, IOF volunteers and employees, shall refer all communications requests to the IOF CEO and/or IOF President:

- anti-doping rules violations
- major accidents in connection with IOF events or business
- cancelled competitions

Contact with media

Communication with media shall be subject to separate guidelines.



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