



DURHAM KENNEL CLUB, INC.

COMMUNICATION POLICY

PURPOSE: This policy defines and describes how Durham Kennel Club (DKC) members may use the Club's communication services, resources, and tools.

DEFINITIONS: Communication services, resources and tools include organizational components such as the DKC membership list, website, announcements, fliers, and all electronic and print notifications and informational items. These tools are to inform members and the community of DKC events, classes, education opportunities, clinics, Club business, and social events. These communication services, resources and tools belong to DKC and are to be used solely for DKC business and activities.

REFERENCES:

American Kennel Club Code of Sportsmanship ([link](#))

American Kennel Club Code of Sportsmanship Enforcement Policy ([link](#))

Durham Kennel Club Permission to Use the Image of a Minor

ACCEPTABLE USE:

DKC Members may use the communication tools and services for:

- DKC Shows, trials, workshops, training, and proficiency tests, club sanctioned social events and Club business
- Dog related services and information
- Dog related items for sale
- AKC or other canine education or events. Distribution will be at the discretion of the appropriate Group Leader.

UNACCEPTABLE USE AND BEHAVIOR:

DKC Members are prohibited from using these communication services, resources and tools

- to:
- Make threats, disparaging remarks, personal attacks, either directly or by innuendo
 - Attempt to intimidate, instill fear or cause emotional distress
 - Sexually harass

BULLETIN BOARD: Items posted to DKC's bulletin board in the foyer those used for club related purposes and dog information, activities, and events. Items on the board will be removed periodically so information remains current.

ELECTRONIC COMMUNICATION: Electronic communication tools will be timely, appropriate and related to club business.

DKC WEBSITE:

- The website will include current information on competitions, social events, committees, and groups, policies, constitution, rules and ByLaws, membership and event application forms to access DKC facilities and resources.
- All information to be posted to the DKC website page should be directed to the DKC webmaster and is expected to follow the same acceptable use guidelines.
- Any picture of a minor must be accompanied by written permission of parent or guardian

DKC SOCIAL MEDIA WEBSITE:

- All social media postings, blogs, status updates and tweets will be treated as public comment
- Postings (written, photos, or videos) will be family friendly and feature positive Club news and events.
- No personal information about DKC members will be disclosed
- No statements will be made that are misleading, false, or likely to injure a person's reputation.
- Abusive, discriminatory, intimidating, or offensive statements will not be tolerated. Offending posts will not be displayed and those responsible may be subject to disciplinary action.

Any violations, concerns or problems should be sent to the DKC Corresponding Secretary. Reports may be made anonymously. All reports will be investigated by the DKC Board of Directors. Any necessary disciplinary action will be appropriate and in accord with the severity of the infraction and the DKC ByLaws.