



MELBOURNE CAMERA CLUB

MEDIA INTERACTION POLICY

and GUIDELINES

Melbourne Camera Club (MCC) acknowledges the use of media can be an important tool for communication, promotion, education, community engagement of its activities including member to member networking.

This policy contains Melbourne Camera Club guidelines for the Melbourne Camera Club members/coordinators to engage in the use of Social and General Media use particularly in reference to matters pertaining to the **MCC only**.

For the purpose of this policy, the term 'General Media' will be used to cover all media outside of what is commonly termed Social Media.

This policy has been developed to inform MCC members about the use of Social and General media so people feel enabled to participate, while being mindful of their responsibilities and obligations when responding as a MCC member or spokesperson. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social and general media, while

minimising potential risks and protecting all parties that are involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Melbourne Camera Club.

In circumstances where guidance about Social or General media issues has not been given in this policy, you must seek out advice from the MCC Board or from designated Media coordinators.

Definitions: -

1. **Social Media** applies to any website or application that enables sharing of content or information, or supports social interactions. This includes, but isn't limited to Facebook, Twitter, Instagram, YouTube, Snapchat, Weblogs, Vine, Flickr, Tumblr, Pinterest, LinkedIn, forums, blogs, Live broadcasting sites, public and private discussion boards, Gaming platforms, Online encyclopaedias (Wikipedia, Camerapedia), Podcasting, instant messaging, Online voting, Review Sites, Geo-spatial tagging, and this includes any other online technologies that allow individual users to upload and share content.
2. **General Media** means any communication other than that which is termed 'Social media' (as described in point 1 above) including newspapers, magazines, TV, radio, electronic news/information systems and any similar process of disseminating information in the public domain. This includes the use of email and related services as means of communication and information dissemination.
3. **Media coordinators** are MCC members who have been nominated by the MCC board to administer Social media or General media initiatives.

Policy: -

1. **This policy does NOT apply to the personal use of social and general media where it is not related to or there is no reference directly or indirectly to MCC.**
2. As a MCC member/ Media coordinator, **when communicating on behalf of MCC**, you must not send, post or link to content that contains illegal or indecent content, including defamatory, vilifying, misleading or deceptive content. This includes any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.
3. Media coordinators must take responsibility for the accuracy and appropriateness of any communications via any media (including photographic still or video / moving images) in which reference is made directly or indirectly to MCC activities.
4. Media coordinators are not permitted to post personal opinions in reference directly or indirectly to MCC.
5. Do not post any personal information (including still / photograph or moving/video images) of MCC members except under circumstances the posting is nominated by the MCC member and/or, from official club events where MCC members are present. Should there be any doubt about a given MCC member not willing to have an image being displayed/posted, the member should be consulted prior to publication/posting.
6. Any member making any media announcements or statements that purports to represent the views of MCC should be approved by the MCC Board.
7. Any Media coordinator posting and distributing still or moving images or audio visuals (with/without sound) must ensure that the content does not breach copyright law.

Where materials are not owned by the member, approval must be sought from the owner of the copyright.

Guidelines: -

1. Be polite and respectful of the people and communities you interact with online. Avoid posting negative comments about other people, other clubs or associations.
2. You must be authorised by the MCC board before engaging in Social media as a Media representative or spoke person of MCC. Representatives from MCC may monitor social media, for example, hashtags and locations that relate to MCC and identify any that may be in breach of policy.
3. Do not post material which includes photographic still or video / moving images of Minors (children who are 18 years of age) except where explicit approval from parents and or guardians has been provided prior to posting of the images.
4. If you notice inappropriate or unlawful content online relating to MCC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the MCC Board. The MCC Board will investigate any breaches and take the necessary actions. Such action may include the cancellation of the member's membership.

Dated: April 2017

To be reviewed in April 2019