



MELBOURNE CAMERA CLUB

Media Policy

Policy

Melbourne Camera Club (MCC) acknowledges the use of media can be an important tool for communication, promotion, education, and community engagement of its activities, including member to member networking. This policy contains guidelines for MCC members to engage in Social and General Media use, particularly in reference to matters pertaining to the MCC.

Definitions

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, Tik Tok, 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 includes any other online technologies that allow individual users to upload and share content.

General Media means any communication other than that

which is termed 'Social media' (as 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.

Media coordinators are MCC members who have been nominated by the MCC board to administer MCC social media or general media initiatives.

This policy does NOT apply to the personal use of social and general media where it is not related, or there is no reference, directly or indirectly to MCC.

This policy has been developed to inform MCC members about the use of social and general media so people feel enabled to participate in these media, while being mindful of their responsibilities and obligations when responding as a MCC member or spokesperson. In particular, this policy provides practical guidance to minimise potential risks and to protect members and the public from inappropriate posts.

The purpose of this Social and General Media Policy is to:

1. Protect the reputation and brand of the MCC
2. Ensure all posts comply with the MCC Code of Conduct, MCC Ethical Principles for Photography, the MCC Conflict of Interest Policy and the MCC Communications Policy.
3. Establish the responsibilities of MCC and its members with respect to the use of Social Media.
4. Establish a culture of openness, trust and integrity for 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, advice

should be sought from the MCC Board or from a designated MCC media coordinator. This Policy applies to all MCC members.

Procedures

1. Only authorised persons/roles will undertake media activity (posting and commenting) on behalf of MCC. This will ensure social media comments are made by representatives who have the appropriate training to limit the possibility of miscommunication or conflicts of interest, and maximise the effectiveness of member communications.
 - a. The following roles are authorised to post and comment on media channels, in compliance with this policy:
 - i. Media Liaison Officer
 - ii. Social Media Co-ordinator
 - iii. Social Media Team
 - iv. Administrators and or Moderators for special interest groups
2. Ensure all communication is consistent, well-informed, timely and appropriate.
3. When communicating on behalf of MCC, it is not permitted to send, post or link 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, or in any way violates the MCC Code of Conduct and/or Ethical Principles of Photography
4. 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.

5. Media coordinators are not permitted to post personal opinions, or advertise non MCC activities that have the potential for personal gain or compete with MCC interests or aims with or without the potential for personal gain.
6. Media coordinators are not permitted to post any personal information (including still / photograph or moving/video images) of MCC members under any circumstances, unless the posting is permitted by the MCC member and/or stems from official club event where MCC members are present.
7. Should there be any doubt about a given MCC member/guest not willing to have an image displayed/posted, the member/guest should be consulted prior to publication/posting and permission sought to display/post the image.
8. Any media announcements or statements that purport to represent the views of MCC should first be approved by the MCC Board.
9. Any media coordinator posting and distributing still or moving images or audio visuals (with/without sound) must ensure that the content does not breach the Australian Copyright Act 1968 (as amended). Where materials are not owned by the member and those materials are not in the public domain or covered by a public copyright such as Creative Commons, approval must be sought from the owner of the copyright.
10. Authorised users 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.
11. It is not permitted to post material that includes photographic still or video/moving images of children (i.e.

people under 18 years of age) except where written approval from the parents/guardians has been provided prior to the posting of the images.

12. Any unlawful content relating to MCC or any of its members, or content that may otherwise have been published in breach of this policy, should be reported 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.
13. MCC may direct a member to remove content from MCC associated social media if they do not comply with this Policy. Failure to comply may result in disciplinary action including revocation of membership of MCC.
14. Administration privileges for MCC social media accounts will be held by at least two MCC Board members. All coordinators will be Moderators of their respective Social Media Accounts. The MCC board will nominate the two Board members that shall have administrative privileges to all social media accounts.
15. The MCC Board may direct a member to provide administrative rights for social media accounts to the two nominated Board members. Failure to comply within a set period may result in disciplinary action including revocation of their membership of MCC.

Approved by the Board: February 2020

For review: February 2022