



MELBOURNE CAMERA CLUB

Communication Policy

Policy

This policy provides guidance to all members of the Melbourne Camera Club (MCC) to establish an environment where all communications within and beyond the MCC meet their purpose, meet the desired audience and represent the MCC in a positive light. The MCC will endeavour to maintain communication channels that best suit the receivers of the communication and not just the conveyor of that information.

This policy applies to all MCC members and to all communications including, but not limited to:

- Website
- General correspondence to and between members, Interest Group Coordinators, guests and contractors
- Letters/emails to or from the MCC
- Social Media (Facebook, Twitter, Instagram etc.)

Procedure

Regardless of the subject matter, communication should be respectful, positive and consistent with the values and the MCC Code of Conduct (available on the MCC website).

The following communication methods are suggested for internal and external communication:

- Email (whenever possible to save time and to provide a written record which is dated)
- Telephone calls (between members, to discuss and negotiate. Confirm with an email if necessary)
- Video chat telecommunications such as: Skype, Zoom, WhatsApp, etc

- Meetings (to inform and discuss issues and make decisions. Note that meetings can be time-consuming and should only be held when communication by telephone, or email cannot achieve the desired outcome).

Electronic communication is essential for sharing MCC news and information with MCC members. The following procedures should be followed:

- The MCC communications will be timely, appropriate and only related to MCC business.
- MCC communications will protect members' privacy, maintain clear ethical and conflict of interest boundaries and ensure that bullying and harassment does not occur.
- Communication on behalf of the MCC can only be undertaken by those who are authorised to represent the MCC as part of their direct role responsibility
- MCC communication should clearly identify the author, and their position in the MCC
- The MCC will adopt / create communication channels to meet the needs of all members
- Only internal activities specific to MCC should be shared with or advertised to members – external, personal activities or activities which compete with MCC business need prior permission from the MCC Board or delegate to avoid conflict of interest with, or detriment to, the MCC's pursuits
- The MCC database (including members and non-members) is not to be used for advertisement of private or non-MCC events without prior permission from the Board.

Website

The MCC will make available all relevant content on its website as the major repository of information. The website will include all policies and procedures, contact information, event information including but not limited to competitions, exhibitions, courses, interest groups, meetings, photo-walks and other MCC activities.

The MCC has a webmaster who provides accountability and control over material published on the MCC website. The MCC Social Media Policy (available on the website) is also available to address the particular issues arising from the use of social media.

- If the MCC intends to publish a photo of a child on the website, permission from their parents or guardian must be sought and care taken not to provide identifying information.
- The MCC will seek feedback from members to improve the information available on the website.
- No personal information about MCC members will be disclosed without their permission.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring the MCC into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those found responsible may be blocked from the site.
- No advertising of non-MCC activities is allowed without prior permission from the Marketing Manager or the MCC Board

General correspondence to members

Correspondence to members will be sent on an ad hoc basis, via the MCC Board, coordinator or chair of a committee/subcommittee responsible for such communication. Correspondence may include notification of important MCC events or other administrative matters.

MCC members are expected to conduct themselves appropriately when using electronic communication to share information with other members or when posting material on public websites connected to the MCC.

Formal Letters/emails to or from MCC

Only the Secretary, President or authorised individuals, such as Group Coordinators, should send correspondence on behalf of the MCC. MCC correspondence must identify the member, their position within the MCC and clearly identify the MCC via letterhead or signature block. All correspondence must cc the MCC President or Board.

Responding to communications

Generally, respond by using the same method as the original communication (e.g. if you receive an email, reply by email).

- A response will be made in a timely manner.
- MCC Board members should respond to communications as soon as practicable but within four working days.
- Members will comply with cultural protocols by using correct titles respecting age and culture.

- Communication involving children will be directed through their parents.

Inclusive language

Use non-sexist and non-racist language by:

- Avoiding male-dominated terms. For example, use 'chair' or 'chairperson' instead of 'chairman'.
- Eliminating the unnecessary use of the person's gender, e.g. 'female member'
- Avoiding the use of pronouns such as 'he' or 'she' by using 'they'. Use 'their' instead of 'his' or 'her'.

Electronic communication

- Should comply with the MCC Code of Conduct (available here) and Ethical Principles of Photographic Images Policies (both available on the website)
- Should respect and maintain the privacy of members
- Must not bring the MCC into disrepute.
- Members who have contact with children and young people must direct electronic communication through the child's parents.
- Members have a responsibility to keep their contact details up to date.
- All eMCC content is reviewed by the editor prior to each edition being published.

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another person, as outlined in the MCC Code of Conduct.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

Approved by the MCC Board: December 2019

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