Media Policy

Introduction

When using electronic communication it is expected that volunteers will conduct themselves appropriately. This entails the sharing of information with other volunteers or posting material on public websites.

The use of electronic communication can be a very effective way to share information and news. It is expected that the communication that occurs should be timely, relevant to WoCA business, and appropriate. This policy aims to ensure that when using the various forms of electronic communication, individuals are aware of their personal obligations and responsibilities.

There is potential risk associated with the use of the internet when posting online, sending emails and text messages as the content may be subject to law. Common areas that can be subject to law are racial discrimination, breach of copyright and defamation.

Purpose

The purpose of this policy is to provide a practical guide to enable all parties to benefit from the use of the various methods of electronic communication whilst at the same time protecting those using these tools and minimising the potential risks.

Electronic communication should adhere to the following guidelines;

- Will not be offensive, humiliating, intimidating or bully another individual
- Be respectful and ensure the privacy of others
- Will not be in any way be false, misleading or likely to cause injury to the reputation of another individual

Policy

Media Protocols

Only authorised personnel will provide comments to the media. All media inquiries must be directed to the Marketing & Communications Team and the Managing Director. Under no circumstances should the volunteer offer to answer any questions put by the media or comment on behalf of WoCA.

Social Media

WoCA acknowledges that volunteers, acting as private citizens, use social media and may develop and share content related to their volunteering work, as well as their personal lives. Where a volunteer is using social media in a private capacity but is recognisable as a volunteer with WoCA, or they are actively promoting WoCA initiatives and events, WoCA will require that any information posted be is done so in accordance with WoCA's Social Media Guidelines and is lawful, accurate and respectful, and does not do damage to WoCA's reputation or bring it into disrepute.

When WoCA volunteers are interacting on social media the following guiding principles should be applied:

- Respond to others' opinions respectfully and professionally
- Be considerate and fair
- Take care not to contravene any responsibilities undertaken as a WoCA volunteer
- Do not use social media to harass, bully, intimidate or cause injury to another person

Where a volunteer manages or uses WoCA's social media account to conduct communications, they must ensure it is timely, relevant and appropriate to the organisation, image and reputation of WoCA. All postings on social media will be considered as public comment. Volunteers will ensure that postings are not discriminatory, offensive, inappropriate or liable to bring the organisation into disrepute. All volunteers of WoCA have responsibility to ensure that social media content is aligned with the values and policy of the organisation:

- Consent will be obtained in writing prior to posting images of individuals, either from the individual or from parent/guardian when the person is under the age of 18.
- Any information or image/s of a person will be removed on request by the person or their parent/guardian.
- Only staff authorised by the Managing Director and/or the Marketing & Communications Team will post to social media platforms.
- Breaches of policy may trigger disciplinary action. Staff should be aware that cyber bullying may, under certain circumstances, be considered a criminal offence.
- Any postings that are, or appear to be in conflict with this policy or with the values of WoCA should be brought to the attention of the Managing Director and Marketing & Communications Team as soon as possible.

<u>WoCA Website</u>

The WoCA website will include information to be conveyed regarding upcoming events and initiatives, surveys and reports, policies, handbooks, etc.

Regular review will occur in order to improve the website.

In summary, it is important to think before using electronic communication. At any time that you may be unsure as to whether or not the content that you intend to post or send is appropriate, seek advice or refrain from sharing the content.