



Frankston Photographic Club Media Policy

Policy

Frankston Photographic Club (FPC) 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 FPC members to engage in Social and General Media use, particularly in reference to matters pertaining to the FPC.

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 FPC members who have been nominated by the FPC Committee to administer FPC 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 FPC.

This policy has been developed to inform FPC 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 FPC 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 FPC
2. Ensure all posts comply with the FPC Code of Conduct, FPC Ethical Principles for Photography, the FPC Conflict of Interest Policy and the FPC Communications Policy.
3. Establish the responsibilities of FPC 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 Frankston Photographic Club.

In circumstances where guidance about Social or General media issues has not been given in this policy, advice should be sought from the FPC Committee or from a designated FPC media coordinator. This Policy applies to all FPC members.

Procedures

1. Only authorised persons/roles will undertake media activity (posting and commenting) on behalf of FPC. 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. Social Media Co-ordinator
2. Ensure all communication is consistent, well-informed, timely and appropriate.
3. When communicating on behalf of FPC, 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 FPC 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 FPC activities.
5. Media coordinators are not permitted to post personal opinions, or advertise non FPC activities that have the potential for personal gain or compete with FPC 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 FPC members under any circumstances, unless the posting is permitted by the FPC member and/or stems from official club event where FPC members are present.
7. Should there be any doubt about a given FPC 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 FPC should first be approved by the FPC Committee.
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 FPC may monitor social media, for example, hashtags and locations that relate to FPC 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 FPC or any of its members, or content that may otherwise have been published in breach of this policy, should be reported to the FPC Committee. The FPC Committee will investigate any breaches and take the necessary actions. Such action may include the cancellation of the member's membership.
13. FPC may direct a member to remove content from FPC associated social media if they do not comply with this Policy. Failure to comply may result in disciplinary action including revocation of membership of FPC.
14. Administration privileges for FPC social media accounts will be held by at least two FPC Committee members. All coordinators will be Moderators of their respective Social Media Accounts. The FPC Committee will nominate the two Committee members that shall have administrative privileges to all social media accounts.
15. The FPC Committee may direct a member to provide administrative rights for social media accounts to the two nominated Committee members. Failure to comply within a set period may result in disciplinary action including revocation of their membership of FPC.

Current as of June 2021

Approved by the FPC Committee: June 2021

For Review: June 2023