

Media Policy

Topic:	Media Policy
Responsibility:	Workshop Camera Club President
Approved by:	Workshop Camera Club Executive Committee
Review date:	Three years from approval date or as and when required.

Effective date:	9 August 2016	Review date:	June 2018	Policy version	V2
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1. Aim and objective

This policy sets out the expectations of Workshop Camera Club (WCC) in regard to the use of all forms of public media, including social media, by members of WCC in relation to all aspects of WCC.

2. Guidelines statement

WCC acknowledges the use of public media as an important tool for promotion, education, community engagement and member networking.

WCC members must take responsibility for the accuracy and appropriateness of any public media communications in which reference is made directly or indirectly to WCC activities.

3. Scope and application

This policy applies to all WCC members.

4. Definition

For the purposes of this policy:

Media means all forms of written, verbal and audio and/or visual media including websites and internet-based applications used for social networking and sharing of information. Examples of media to which this policy relates includes, but are not limited to:

- National, local and community newspapers
- TV and radio stations
- Social networking websites, e.g. Facebook, LinkedIn, Twitter
- Video and photograph sharing websites, e.g. YouTube, Flickr
- Weblogs including corporate blogs and personal blogs
- Forums and discussion boards
- Online encyclopaedias, e.g. Wikipedia
- Any other platforms that allow individual users or companies to use publishing tools.

Public media means media that are available to people outside the membership of WCC.

5. Procedures

The following procedures must be applied:

5.1 Media for Club purposes

Before making any public media statement that purports to represent the views of WCC or that could affect the interests of WCC, members must have approval from the WCC Executive Committee or, in the case of a social media posting, a moderator of the social media site. The President of WCC may represent the Executive Committee when there is insufficient time to obtain the consent of the Executive Committee.

Following Executive Committee approval the member intending to provide information or material (content) to the media must ensure the content:

- is factually accurate and complies with the WCC policies and procedures
- is not obscene, defamatory, threatening, harassing, discriminatory or hateful to another member or person affiliated to WCC such as, but not limited to, a judge or sponsor
- is respectful of all individuals and communities and the opinions of others
- does not bring into disrepute the reputation of WCC
- is not confidential or commercially sensitive to WCC, individual members of WCC or a person affiliated to WCC such as, but not limited to, a judge or sponsor
- does not include personal information relating to another member of WCC or a person affiliated to WCC such as, but not limited to, a judge or sponsor, without their express written consent
- does not include any photographs copyrighted to another member unless express permission has been sought and given by the individual member to whom the photograph belongs
- does not include any material, including but not limited to photographs and software, that is owned by WCC unless express permission has been sought and given by the WCC Executive Committee.

5.2 Media for personal purposes

WCC acknowledges that public media activities carried out by individual WCC members are their own affair. However, any activities or statements which identify WCC in any way must be in accordance with the following guidelines:

- Members are responsible for ensuring that any information used in the public media relating to WCC is accurate and up-to-date.
- Members must not engage in conduct in the public media that is likely to bring WCC, individual members of WCC or a person affiliated to WCC such as, but not limited to, a judge or sponsor into disrepute.
- Members must not engage in conduct in the public media that is likely to damage the interests of WCC.
- If a member becomes aware of any public media reports that are harmful to WCC, individual members of WCC or a person affiliated to WCC, they should not respond in any way; rather it

is the responsibility of the member to immediately advise the WCC Executive Committee or, in the case of a social media posting, a moderator of the social media site.

5.3 Breach of policy

Any member of WCC identified, as breaching this policy will be subject to appropriate action which may include termination of membership from WCC as indicated in the Rules of Association, under Rule 9.

6. Policy updates

This policy may be updated or revised from time to time. WCC will notify all members each time the policy has been updated. The most up-to-date version of this policy will be available on the WCC website.