



## COMMUNICATION / MEDIA POLICY

### **Purpose**

The purpose of this document is to give clear direction on how Wallsend Pathfinder Club will communicate with it's members and how images and videos taken of it's members at Pathfinder events will be used and published.

### **Our commitment**

Electronic communication is essential for sharing Wallsend Pathfinder Club information about club events with the parents of our club members. Our communication will be timely, appropriate and related to club business.

### **What we will do**

We use email, our club website, phone and SMS's to communicate with the parents of our club members and leaders.

Our communication will protect club members, parents and leader's privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

Confidential information will be kept private and will only be accessed by authorised staff members.

A communications officer / webmaster is appointed to provide accountability and control over material published on our club's website, emails and any social media websites\*, such as Facebook\* or YouTube\*.

### **Website**

- Our website will include current information on events, policies and helpful information for parents/guardians and their children. Exact locations of events and personal information will be placed in a members only area of the website or emailed directly to parents and staff.
- We will publish photographs of the pathfinders involved in Pathfinder Events in photo galleries on the website but only after we have gained permission to do so through our annual registration process for pathfinders (and staff). We will take care not to provide any identifying information.
- No offensive content or images will be published.

### **SMS and email**

The communication officer will send emails and SMS's providing information about club events, training, club-sanctioned social events and other club business however:

- email communication will be the main form of information.
- communication will be directed through the parents and will not directly contact the child.

- SMS messages will only be used if there are last minute changes such as pick up times after an event or event cancellations.
- Detailed event information will only be posted on our website in a members only area or emailed directly to parents.
- Social networking sites\* will not be used to disseminate event information.

### **Social media websites\***

- Wallsend Pathfinder Club will create and maintain a public facebook page and a youtube channel with the sole purpose of displaying images and videos of club events but only if the majority of parents agree to have images and videos of their children displayed via social media.
- We treat all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, images or videos) will be family-friendly and feature positive club news and events.
- No personal information about our members will be disclosed.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from our sites.
- All material posted on social media cannot contain video, images or music that is copyrighted without firstly gaining permission from the owner. Music clips and video clips used in presentations may be legal to show in churches or at club events under our current copyright agreements but these permissions may not extend to using these on social media.

### **What we ask you and your children to do.**

We expect our Wallsend Pathfinder club members, their parents and staff to conduct themselves appropriately when using electronic communication or posting material on public websites connected to the club or private sites when sharing information about the club and its members.

Electronic communication and social media:

- should be restricted to club matters
- must not offend, intimidate, humiliate or bully another person
- should respect and maintain the privacy of members
- must not bring the club into disrepute
- parents and their children must gain permission from everyone in an image or video before placing it on their own social media sites.

Staff and parents who work with children and young people must direct electronic communication through the child's parents at all times. Never contact a child directly.

### **Public Events**

The club will occasionally participate in events where more than just our club members and staff will be in attendance. These would include events such as Expeditions, Pathfinder Fairs, Rallies, Camporees, participation in ANZAC day marches, projects helping the community and the annual club investiture. Photographs may be taken of your children at these events by photographers who

are not members of our Wallsend Club and hence we have no control over where those images will be used. We would expect our parents and staff to extend to others the courtesy of asking parents/guardians before using images and/or videos on their own social media site, websites, videos or shared with their family and friends. It would also be expected that some of these images will be used by Wallsend SDA church and the NSW Conference Youth Department in the advertising and producing galleries of photos or videos.

## **Gaining Permission from Parents/Guardians**

Through the annual club registration process parents/guardians will be asked if they give their permission for images and videos of their children to be used on the club's website, any club or church facebook\* page, videos that will be hosted on youtube\* and advertising material promoting the club and/or church. Images and video will only be used if parental permission is granted. Even if a parent/guardian has given permission for images and/or videos to be used they are entitled to ask for these to be removed from public sites if they feel uncomfortable with the way the images or video have been used or how they depict their child.

## **Parental Concerns**

If a website or social media displays an image of your child without the consent of a parent/guardian, or if an image that was authorised for publication has been presented in an inappropriate way, the first step is to contact the author or website administrator to request that the image be removed or altered. A complaint may also be lodged to the Office of the Australian Information Commissioner (Phone: 1300 363 992) if the image was published by an organisation, individual or agency covered by the Privacy Act 1988 (Cth). For general advice on online safety, contact the Cybersmart Contact Centre on 1800 880. <https://aifs.gov.au/cfca/publications/images-children-and-young-people-online>

## **Non-compliance**

Members of the Pathfinder Club, parents or staff may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, or fall outside the guidelines for online content in this policy.

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.

## **Consent**

As a parent/guardian you will be asked if you give permission for images and videos of your child taken at Pathfinder events can be used in the following ways:

- Wallsend Pathfinder Club Website
- Wallsend Pathfinder Club Facebook\* and Youtube\* channel
- Wallsend Seventh-day Adventist Church website, facebook page, youtube channel and other presentations associated with Wallsend Seventh-day Adventist Church

\* Wallsend Pathfinder club social media sites with only be created and maintained as long as the majority of parents/guardians agree to images and videos of their children to being used in such a manner.

# STAFF COMMUNICATION GUIDELINES

Try to avoid using personal email addresses and phone numbers on the website in the public area. Move towards wallsendpathfinders.com email addresses.

Always contact pathfinders through their parents. Do not text, email or phone a pathfinder without using the appropriate methods outlined in the policy.

Never invite pathfinders to join your personal social media site if pathfinders and/or church is your main point of contact with the child.

Always have two adults, one of which is a member of the club's staff plus the club director and communications officer as administrators on any website, social media site or email distribution site.

Respect the privacy of others and not post photos or comments outside of the policy guidelines in electronic or printed form.

Do not publish the exact location of events in public areas of the internet. Place these in a members only area or in emails.

Have one or two designated photographers at a club event who are then responsible for passing photos on to the communications officer and for subsequent posting to websites or social media. This will also ensure all events are photographed.