



Policy:	Media
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1.0 Purpose

To ensure our voice on all media platforms is consistent, with the right message that is in line with the RAC mission.

2.0 Scope

This document applies to all committee members communicating on any form of media including, but not limited to, print, radio and social.

3.0 Policy statement

Credit sourcing: Always check the facts before posting information that could be ambiguous or inflammatory. If your media post is from another source you must quote that source.

Negative statements: If a negative comment is posted on a RAC post by someone on social media this needs to be handled in a positive manner. If the RAC response is not accepted by the comment author, or they continue to engage in a negative way, it is RAC policy to simply walk away. If the commenters behaviour becomes consistent, then they are to be removed from the RAC page by the Social Media Coordinator.

Be nice, have fun and connect: **RAC has zero tolerance for racism, bigotry, misogyny, express or implied threats of harassment or physical harm, or hate speech.** "Hate speech" includes any speech – or endorsement or promotion of speech – that is derogatory toward a group of people based on a protected classification. This can include race, ethnicity, nationality, religion, sexuality, caste, gender or disability. For example, speech that dehumanises, ridicules, or condones or promotes violence against a protected class of people is hate speech. How you say something can matter as much as what you say. You should not bully, harass or threaten violence against anyone on or outside of social media. If you find yourself in a disagreement on social media, use a respectful tone or disengage.

Donations and discretionary fund: The amount of donations are to be shared on media platforms, and if the donation is given to an organisation then their business name is to be shared as well. If the donation is to an individual through the discretionary fund, then their name will not, under any circumstance, be mentioned in any form of communication including, but not limited to, social media posts.

4.0 Roles, responsibilities and delegations

ROLE	RESPONSIBILITY
Social Media Coordinator	To monitor all social media activity and correct where needed.
Committee members	To communicate effectively within the scope of this policy
Media Coordinator	To ensure all media, excluding social, conforms to this policy.

5.0 Definitions

Media: all forms of media including, but not limited to, print, radio and social.

6.0 Related Policies

Discretionary Fund Policy

Complaints Policy