



MEDIA POLICIES

SECTION 1: MEDIA

POLICY 1: MEDIA, SOCIAL MEDIA & COMMUNICATIONS

<p>Policy Rationale</p>	<p>This policy sets expectations, obligations, and acceptable use practices for interacting with the media, consuming, and creating social media content and use of Athletics Canterbury email.</p> <p>This policy applies to all employees, board members, committee members and volunteers and will apply even when using personal devices and accounts.</p>
<p>Policy</p>	<p>Athletics Canterbury acknowledges the value having positive relationships with the media can be. Media is defined as those organisations that most people turn to for news – the mainstream television, radio and print media with regular bulletins or publication cycles, and established networks and business premises.</p> <p>Athletics Canterbury aims to help employees, board and committee members manage and maximise the opportunities of external engagement with the media, while also helping manage the risk to themselves, and to Athletics Canterbury.</p> <p>Speaking Publicly as an “Event Promoter”</p> <p>Members of selected committees are encouraged to speak to the media in the interest of promoting a selected event if they have spoken prior to the General Manager. The views of said members expressed in this capacity do not necessarily represent the views of Athletics Canterbury. They should not be construed as official comment.</p> <p>Official Athletics Canterbury Comment</p> <p>Official Athletics Canterbury comment is the responsibility of the General Manager or the Board Chair.</p> <p>Media Enquiries</p> <p>When the media request information from Athletics Canterbury, the General Manager will manage the response. Any member of the board or committee who are contacted directly by the media for comment should inform the General Manager and not make any comment.</p> <p>Social Media</p> <p>Athletics Canterbury acknowledges the enormous value of social networking applications & websites, such as (but not limited to) Facebook, Instagram, Twitter, Snap chat and YouTube to promote our sport and celebrate the achievements and success of the people involved in our sport.</p>



	<p>Employees have permission to monitor social media sites during work hours for work purposes. Usage may be monitored and excessive use, particularly if it interferes with your duties, may result in the access being removed and / or disciplinary action. It is expected that all employees conduct themselves appropriately when using social networking sites to share information related to our sport.</p> <p>Social media content, including postings, blogs, status updates and tweets:</p> <ul style="list-style-type: none"> • Must not use offensive, provocative, or hateful language. • Must not be misleading, false or injure the reputation of another person. • Must respect and maintain the privacy of others and not release information not suitable for public, i.e., internal organisational details. • Must not damage the reputation or operations of Athletics Canterbury. • Must not be detrimental to our organisation, reputation or relationships, your relationships with your colleagues, the wider athletics community or the trust and confidence the organisation has in those individuals that post. <p>Email</p> <p>Those with Athletics Canterbury email address must display appropriate email etiquette and best practice when writing emails. This is important to prevent privacy breaches or reputational issues for the organisation.</p> <p>Your Athletics Canterbury email must be used when communicating with external stakeholders in respect to tasks/work associated with Athletics Canterbury.</p> <p>Breach of this policy</p> <p>Breaches of this policy will be considered a serious matter.</p> <p>Employees who do so will be subject to disciplinary action, up to and including termination of employment. Board members who do so will be subject to be removed from their role within the sport. Committee Members who do so will be subject to be removed from their role within the sport.</p> <p>Where appropriate, the organisation will involve the police or other law enforcement agencies in relation to breaches of this policy.</p>
<p>Review Protocol</p>	<p>Policy Owner: General Manager Policy Reviewed By: General Manager Date Reviewed: August 2021 Next Review Date: August 2023</p>