

# **MCA - Use of Electronic Media Policy**

## **Policy Aim**

The aim of this policy is to encourage all members, volunteers, subgroup members to use electronic media to positively promote MCA events, activities and views via electronic media whilst avoiding any unnecessary negative or harmful impacts to MCA, partners and unrelated individuals.

## **Who needs to use this Policy and how**

Anyone intending to use social media for content that is directly or indirectly related to MCA or MCA activities must follow the procedures in this policy to reduce the possibility of any negative impacts of use of electronic media.

Where there is a risk that content may be harmful to MCA, MCA key partners or individuals, approval must be sought from the MCA Committee to use electronic media to promote that content.

Where practicable a consultative approach should be taken to developing MCA information for electronic media. Ideally, the draft information should be distributed to the relevant MCA sub-group and MCA Committee Member prior to distribution to allow for feedback to be taken into account for the final version for publication.

## **Definitions**

This Policy covers anyone who is an MCA member, subgroup members, volunteer or anyone intending to use electronic media to promote and discuss MCA events, policies and views.

Content means any statement or information that is directly or indirectly related to MCA events, activities, business, position statements or policies.

Electronic media includes MCA and personal websites and social media including facebook, twitter etc.

Key partners include Mt Barker District Council, other Macclesfield organisations, Save the Bush, etc.

Harm and individual discretion- the definition of harm and the use of individual discretion is complex and must take into account the impact on viewers of the content. Users of social media should behave with courtesy, honesty and respect. Inappropriate behaviour, including harassment and bullying, as well as language that is offensive, abusive, disparaging, disrespectful, defamatory, discriminatory, or sexual in nature will not be tolerated. This includes singling out any individual including MCA members, subgroup members or community members for negative comment.

## **Procedure**

1. Electronic communication must be approved by the MCA Committee if it has content:
  - that may damage MCA reputation or relationships with key partners (see above definition of key partners)
  - that is contrary to decisions, positions or policies of the MCA
  - that may cause harm to individuals or groups
2. Electronic communication can be used to promote MCA and MCA activities at the discretion of the individual and does not require formal approval of the MCA Committee where the content is:
  - wholly positive and does not include material of the type listed in 1. above.

NOTE: Notwithstanding the above, any content with photos of children and other people must have appropriate permission from the relevant adults or guardians as would be required for any form of publication.

Reviewed: *February 2021*