



# SOCIAL MEDIA & MEDIA ENGAGEMENT POLICY

## 1. Introduction

At Ellenbrook Community Radio (Inc) trading as Radio VCA88.5FM (Radio VCA88.5FM) we understand the interest in social media platforms and that the majority of our members and presenters may be involved within the social media community in some professional or personal capacity. It is important to be aware that all information exchanged within social media platforms falls within the public domain, and the line drawn between what is considered personal and public is not always clear. Keep in mind that information posted on social network platforms can be traced and accessed at any time.

## 2. Purpose

The purpose of this ***Social Media and Media Engagement Policy*** (Policy) is to establish guidelines for the professional use of social media and media engagement on behalf of Radio VCA88.5FM and to outline expectations for members and presenters when referencing Radio VCA88.5FM and its activities. This Policy aims to safeguard Radio VCA88.5FM's reputation, manage social media communication and ensure responsible media engagement.

This Policy also aims to establish parameters and outline the expected behaviour of people who do not officially represent Radio VCA88.5FM but could, through their own social media or media engagement activity, impact the reputation and brand of Radio VCA88.5FM.

## 3. Scope of Policy

For the purpose of this Policy, "media" refers to any form of traditional and digital channels used for broadcasting, publishing or disseminating information to the public, including but not limited to print, television, radio, podcasts, online articles, and interviews. It includes but is not limited to:

- Online blogs and microblogs (e.g. Twitter)
- Social and professional networking websites (e.g. Facebook, LinkedIn)
- Video and photo sharing websites (e.g. Instagram, Snapchat, Tiktok, YouTube)
- Forums, discussion boards or groups (e.g. Google groups)
- Instant messaging (e.g. WhatsApp); and
- Any other existing or emerging electronic and digital communication applications that facilitates the exchange of information

This Policy applies to:

- All members, presenters and volunteers of Radio VCA88.5FM.
- Any use of social media or media engagement where an individual is identified or could reasonably be identified as a member or presenter of Radio VCA88.5FM.

This Policy should be read in conjunction with the following policies, available on Radio VCA88.5FM's website:

- Code of Conduct Policy
- Conflicts of Interest Policy & Procedure
- Discrimination, Harassment & Bullying Policy
- Internet & Email Policy
- Presenter Conduct & Participation Policy

#### **4. Official Media Representation of Ellenbrook Community Radio Inc t/a Radio VCA88.5FM**

The Management Committee of Radio VCA88.5FM is responsible for all official use and management of Radio VCA88.5FM's social media, media engagement and website. This ensures public communications are factual and consistent, align with Radio VC88.5FM's goals and objectives, protects Radio VCA88.5FM's reputation, and complies with relevant laws and regulations.

Members and presenters do not have permission to post content on official Radio VCA88.5FM channels, however they can share, repost, retweet official posts, material or comment without substantial or meaningful change as part of showing their affiliation or support. Should members and presenters wish to recommend content or new social media campaigns, promotions or initiatives, please discuss implementation with the Management Committee.

#### **5. Personal social media in relation to Ellenbrook Community Radio Inc t/a Radio VCA88.5FM**

Radio VCA88.5FM acknowledges its members, presenters and volunteers right to freedom of speech and encourages the use of social media as a tool for business and professional networking, as well as in a personal capacity for staying in touch with friends and communities. However, protection of Radio VCA88.5FM and its reputation is paramount. Individuals who undertake personal activity on social media platforms are expected to self-moderate and use a commonsense approach, always ensuring they act according to this Policy and the law. Members and presenters are personally responsible (and may be liable to third parties) for any action arising from their online dealings.

This Policy outlines how to conduct yourself on social media platforms when referring to Radio VCA88.5FM.

Members, presenter and volunteers of Radio VCA88.5FM should ensure internet postings **DO NOT**:

- Disclose information that is confidential or proprietary to Radio VCA88.5FM or that of associated parties such as a sponsor, contractor/supplier, local community group, or community partner.
- Include personal comments that conflict with the interests of Radio VCA88.5FM, or that of associated parties such as a sponsor, contractor/supplier, local community group or community partner, or local government and decision makers.
- Include personal comments that bring Radio VCA88.5FM or any of its members, presenters or the Management Committee into disrepute. It is unacceptable to disparage Radio VCA88.5FM, its members, presenters or the Management Committee when participating in social media platforms.
- Share personal information of members, presenters or the Management Committee with potential to be destructive to reputation, wellbeing, career, privacy or otherwise.
- Harass, discriminate, defame or treat any member, presenter, listener, sponsor, contractor/supplier, local community or government public figure unfairly or inappropriately. Please be respectful when posting.

Members, presenter and volunteers of Radio VCA88.5FM should ensure internet postings **DO NOT**:

- Use offensive or aggressive language.
- Include personal comments and/or opinions relating to any aspect of Radio VCA88.5FM's business without providing a disclaimer stating, "*The views expressed are mine alone and do not necessarily reflect the views of Ellenbrook Community Radio Inc T/A Radio VCA88.5FM*". It is unacceptable to imply your personal comments and/or opinions are endorsed in any way by Radio VCA88.5FM.
- Include deliberately false, misleading and inaccurate comments that cannot be substantiated. Any recognised inaccurate comment must have all reasonable efforts made to correct the statement.
- Claim or imply that a post has been made by you on behalf of Radio VCA88.5FM.
- Fail to clearly identify yourself and your affiliation with Radio VCA88.5FM if commenting or sharing a post relating to Radio VCA88.5FM's business. Do not impersonate other individuals or create fake accounts.
- Use Radio VCA88.5FM's logo or trademarks within posts without written permission.
- Include photographs or video footage of members or presenters of Radio VCA88.5FM without their express consent for such content to be shared, nor include photography or video footage that may breach any other Radio VCA88.5FM policy.
- Contravene copyright and intellectual property rights of others when sharing content on social media. Please obtain the necessary permissions or licences to use copyrighted materials such as music, images, video or text.

This list is not exhaustive. If you are in doubt about whether something is appropriate to post, seek advice from the Management Committee or do not post it. A good rule - if you would not be happy to say it in person to a crowded room of people, do not post it!

Radio VCA88.5FM reserves the right to monitor use of social networking platforms, and to request any personal post on any social media platforms be amended, withdrawn and/or removed if deemed to contravene this Policy or any other Radio VCA88.5FM policy. It also reserves the right to hide, delete or disable comments made to their official social media channels, and ban profiles, pages or accounts, if deemed to contravene this Policy or any other Radio VCA88.5FM policy.

### **Other Factors to Consider**

When using social media, you should remember:

- Do not rely on anonymity or pseudonyms for protection and prevention of potential breaches.
- Anything you say or post will be viewed critically.
- Liking, sharing or commenting on a post could be seen to be endorsing the content or author.
- A site's security setting should never be relied on to protect or keep material private.
- Any online content can eventually be traced back to an individual, and their details revealed.
- Online comments are available immediately to a wide audience and effectively last forever. These may be copied and shared endlessly and out of context.

## 6. Conflict of Interest

Conflicts of interest around social media can be significant for public-facing entities like radio stations. Members and presenters who maintain a public social media presence must strictly adhere to this Policy and the ***Conflict of Interest Policy and Procedure***, including proactively disclosing their social media handles if they are influencers, or hold administrator rights on behalf of another organisation (note administrators can be legally responsible for defamatory content posted by others on their site) or their social media account(s) and activity could potentially impact on Radio VCA88.5FM's business activities and reputation. This information will be included on the Register of Interest, in accordance with the ***Conflict of Interest Policy and Procedure***, and retained by the Secretary.

## 7. Complaints and Reporting Inappropriate Content

Social media complaints or negative comments regarding Radio VCA88.FM and its business may occur through social media channels. Both official and personal users of social media are discouraged from arguing or refuting complaints or negative feedback through social media. In the event of a complaint or negative comments, please notify the Complaints Officer, on [complaints@vcaf.com.au](mailto:complaints@vcaf.com.au).

If you become aware of any material posted to social media platforms that may be inappropriate or offensive, or contains inaccurate, misleading or deceptive content with the potential to damage Radio VCA88.5FM's reputation, please avoid responding to such material, remove the post or comment if able to do so, and immediately notify the Complaints Officer on [complaints@vcaf.com.au](mailto:complaints@vcaf.com.au).

## 8. Consequences of Breaching this Policy

Breaches of this Policy may result in disciplinary action being taken up to and including termination of membership. Behaviour may also be reported to the relevant authorities where considered appropriate.

## 9. Policy Owner & Version Control

<b>Policy Owner</b>	Ellenbrook Community Radio (Inc) t/a Radio VCA88.5FM: Secretary
<b>Next Review Date</b>	This Policy will be reviewed annually or following significant changes in legislation or station operations.
<b>Endorsed By</b>	

<b>Version</b>	<b>Status</b>	<b>Date Approved</b>	<b>Description/Sections Modified</b>
V2	Adopted	13 October 2025	Final Version