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Communication and Media Policy

Purpose

SHYAC recognises that all forms of media can be used to benefit of the organisation through proper communication with members, volunteers and the wider community. If used appropriately, traditional and non-traditional media are important tools in achieving our goals and objectives. This policy is designed to offer practical guidance for responsible, constructive communications via all media channels for SHYAC employees, volunteers and members.

In general, what employees, members and volunteers do on their own time is their choice. However, activities in or outside of the organisation that affect performance, the performance of others, or SHYAC's interests are a proper focus for SHYAC policy. That applies as much to media use as to other behaviour.

SHYAC expects all volunteers, members, committee members and staff to adhere to this policy.

Definitions

Media

The media is any method of communication with other people that is enhanced or mediated in its effect by technology.

Mass Media

Mass media are forms of communication designed to reach large audiences in a single message (including television, radio, press, cinema, webcasting, bulk email, and podcasting).

Social Media

Social media is a term used to describe a wide variety of websites and other internet resources where user-generated material is the primary content. Where traditional or mass media can be understood as 'one-to-many' communication, social media can be understood as 'many-to-many'.

Social Media Channels

Blogs, micro-blogs, wikis, social networks, social bookmarking services, user rating services and any other online collaboration, sharing or publishing platform, whether accessed through the web, a mobile device, text messaging, email or any other

existing or emerging communications platform.

Social Media Account

A personalized presence inside a social networking channel, initiated by an individual. YouTube, Twitter, Facebook and other social networks allow users to sign-up for their own social media account, which they can use to collaborate, interact and share content and status updates. When a user communicates through a social media account, their disclosures are identified as coming from the user ID they specify. Social media account holders can customise the information about themselves which is available to others on their profile page.

Media Disclosures

Blog posts, blog comments, status updates, text messages, posts via email, images, audio recordings, video recordings, comments to journalists or on-air or any other information made available through a media channel. Media disclosures are the actual communications a user distributes through a media channel, usually by means of their social media account or through a journalist.

External vs. Internal Social Media Channels

External social media channels are social media services that do not reside at a SHYAC domain. Internal social media channels are located at a SHYAC owned domain, require a password to access and are only visible to employees and other approved individuals.

Copyrights

Copyrights protect the right of an author to control the reproduction and use of any creative expression that has been fixed in tangible form, such as literary works, graphical works, photographic works, audiovisual works, electronic works and musical works. It is illegal to reproduce and use copyrighted material through social media channels without the permission of the copyright owner.

Hosted Content

Text, pictures, audio, video or other information in digital form that is uploaded and resides in the social media account of the author of a social media disclosure. If you download content off of the internet, and then upload it to your social media account, you are hosting that content. This distinction is important because it is generally illegal to host copyrighted content publicly on the internet without first obtaining the permission of the copyright owner.

Embed Codes

Unique codes that are provided to entice others to share online content without requiring the sharer to host that content. By means of an embed code, it is possible to display a YouTube user's video or Scribd document in someone else's social media account without requiring that person to host the source video file. This distinction is important because embed codes are often used by copyright owners to encourage others to share their content via social media channels.

SHYAC or SHYAC-related topics

Examples of SHYAC or SHYAC-related topics include news and information about our organisation, employees, members, programs, events and volunteers.

Official SHYAC Content

Publicly available online content created and made public by SHYAC, verified by virtue of the fact that it is accessible through a SHYAC domain or authorised social media channel.

Policy Guiding Principles

1. SHYAC trusts and expects employees, volunteers and members to exercise personal responsibility whenever they use media, which includes not violating the trust of those with whom they are engaging. If and when SHYAC employees, volunteers and members use media to communicate on behalf of SHYAC, they should clearly identify themselves as SHYAC employees, volunteers or members.
2. Only those officially designated can use media to speak on behalf of SHYAC, though employees, volunteers and members may use media to speak for themselves individually.
3. If you see misrepresentations made about SHYAC by media, analysts, bloggers or social media users, you may use your blog, social networking account, or someone else's to point that out. You may also use traditional media. But you may only do so if you follow the terms of this policy.
4. Different media channels have proper and improper uses. For example, members of social networks are expected to read, and when appropriate respond, to questions asked of them from another member of their social network. It is important for SHYAC employees, members and volunteers to understand what is recommended, expected and required when they discuss SHYAC or SHYAC-related topics, whether at work or on their own time.
5. Employees are responsible for making sure that their online activities do not interfere with their fulfilling their job requirements or their commitments to our members.

Disclosure and Transparency

1. Since reputations are built on trust, employees, members and volunteers are strongly requested to disclose their identity and affiliation to SHYAC whenever discussing SHYAC or SHYAC-related topics via media channels.
2. Employees and volunteers are encouraged to use their real name and identify that they work for SHYAC in any media disclosure that involves SHYAC or

SHYAC-related topics. The use of pseudonyms and aliases are strongly discouraged.

3. Be consistent on all the profile pages of your social media accounts. Conflicting information damages your credibility, and could also adversely impact SHYAC's reputation. New employees, volunteers or members who intend to use social media to discuss SHYAC or SHYAC-related topics should update their profile pages to reflect these guidelines.
4. Employees are responsible for making sure that any agencies, contractors or vendors they are managing disclose their relationship with SHYAC in their social media disclosures. Agency personnel, contractors and vendors are prohibited from representing themselves as SHYAC employees.
5. Whenever commenting on SHYAC or SHYAC-related topics via media channels, employees are requested to:
 - a. Use a method of disclosure that makes it easy for the average reader to understand their position, avoid jargon or ambiguous language and always provide a functional means by which you can be contacted. This is especially important in online social media, where misinformation spreads in seconds. SHYAC employees and volunteers who engage in media channels about SHYAC or SHYAC-related topics are required to regularly monitor the feedback to their media disclosures, and respond appropriately when necessary.
6. Employees and volunteers may only mention official SHYAC policies in their media disclosures when those policies are publicly available.
7. If an employee chooses to share an opinion on SHYAC, they may do so only if they precede their media disclosure with a disclaimer acknowledging that their personal opinion does not necessarily reflect the opinion of SHYAC.
8. When engaging in discussion with others on SHYAC or SHYAC-related topics via media channels, employees should:
 - a. Disclose their relationship to SHYAC, and ask those they are engaging with to disclose their relationships and affiliations as well.
 - b. Never ask someone else to make media disclosures under their name.
 - c. Never use their relationship to SHYAC exclusively for personal gain.
 - d. Never use services or technologies for bulk-posting social media disclosures. Bulk posting of comments to blogs and social networking services is an unethical practice known as comment spam, and is prohibited.
 - e. Employees and volunteers are discouraged from engaging directly with minors via social media channels, and must always use extreme care if creating content intended to be consumed by minors.
9. When engaging external agencies, contractor or vendors, SHYAC should:
 - a. Require agencies, contractors and vendors to acknowledge their contractor relationship with SHYAC in all media disclosures.
 - b. Publicly acknowledge when agencies, contractors or vendors fail to comply

with these policies, and take immediate corrective action.

c. Require agencies, contractors and vendors to enforce these requirements on their subcontractors as well.

d. Always discuss and secure formal agreement to these media policies before entering into a business relationship with an agency, contractor or vendor.

e. Distribute this social media policy to all agencies, contractors and vendors whose business relationship with SHYAC predates this policy and secure their formal agreement to abide by these guidelines.

10. Never pay bloggers or anyone else outside of SHYAC to write endorsements or create fake media disclosures. Paying individuals to create positive media disclosures is considered unethical by SHYAC.

Respectfulness

1. Employees, members and volunteers should always be respectful of every individual's legal right to express their opinions, whether those opinions are complimentary or critical. SHYAC recognizes and appreciates the rights of individuals to free speech.
2. Whether officially authorised to speak on behalf of the organisation or not, employees, volunteers and members may be seen by people outside of our company as representatives of our brand.
3. Employees, members and volunteers should always strive to add value to media conversations by advancing the dialogue in a constructive, meaningful way. By adding value, employees can effectively demonstrate respect for those they engage via media channels.
4. Harassment, ethnic slurs, personal insults, obscenity, racial or religious intolerance and any other form of behavior prohibited in the workplace is also prohibited via social media channels. Employees, volunteers and members who choose to make media disclosures about topics relevant to SHYAC should always be aware that their disclosures are not private or temporary. In particular, social media disclosures live online indefinitely, and employees, volunteers and staff should remember that they will be visible to a broad audience.
5. Always show proper consideration when discussing religion, politics or any other controversial issues that may provoke a charged, emotional response.

Confidentiality

1. Effectively managing and protecting SHYAC's confidential information is a critical responsibility for all employees, staff and volunteers. Confidential

- information is an asset. Failure to manage and protect confidential information correctly may result in damage to SHYAC's reputation and lost productivity.
2. Externally, SHYAC employees and volunteers are restricted from referencing customers, partners or suppliers by name, or the confidential details of their projects, in their media disclosures without first obtaining the permission of the individual or organisation that the SHYAC employee or volunteer wishes to reference.
 3. Media channels are not the place to conduct confidential business with coworkers, members, partners or suppliers.
 4. External media channels should not be used for internal business communications among employees and volunteers. It is fine for employees and volunteers to disagree, but don't use your external blog or other online social media channels to air your differences publicly.
 5. Think carefully before you make any social media disclosures. What you publish online may be available to a broad audience for a very long time. When in doubt, leave it out.

Security

1. The use of cameras or other visual recording devices is prohibited at SHYAC facilities or events, unless approved in advance by the management committee.
2. Whether internal or external, media communications are never private. Sharing of any information via media channels that could compromise the security of any SHYAC facility, program or event is prohibited.
3. Staff and volunteers are responsible for ensuring the security of any person using or visiting SHYAC's social media channels.

Disclaimers

1. Only those authorised to speak on behalf of SHYAC in an official capacity may do so via media channels without including a disclaimer.
2. Employees and volunteers who are not authorized to speak on behalf of SHYAC in an official capacity may share their opinions or thoughts about SHYAC and SHYAC-related topics via media channels as long as they precede their disclosure with a disclaimer clearly acknowledging that their personal opinions do not reflect the opinions of SHYAC. At a minimum, these types of media disclosures by employees not authorized to speak on behalf of the company should be preceded with either of these two disclosures:
 - a. "I work/volunteer for SHYAC and this is my personal opinion."
 - b. "I am not an official SHYAC spokesperson but my personal opinion is..."

3. If employees, members or volunteers choose to use social media channels to distribute links to official SHYAC content (via links, videos, etc), they are not required to disclaim their relationship to SHYAC in their social media disclosure, so long as they have clearly acknowledged their relationship to SHYAC prominently on the profile page of the social media account or channel used to distribute the link, and any other social media channels they may use to redistribute or syndicate their social media disclosures.
4. Any employee, member or volunteer who chooses to use social media to publish content or engage in online conversations in an unofficial capacity without referencing links to official SHYAC content must feature the following disclaimer prominently on the profile page of the social media channel used to distribute the disclosure, and the profile pages on any social media channels they use to redistribute and/or syndicate those disclosures. At a minimum, the following standard disclaimer should be used: "The postings on this site are my own and don't necessarily represent SHYAC's positions, strategies or opinions."
5. This standard disclaimer does not by itself exempt SHYAC employees, members and volunteers from a special responsibility when making social media disclosures. By virtue of their position, they must consider whether the personal thoughts they publish may be misunderstood as expressing SHYAC positions.
6. Media disclosures which do not mention SHYAC or SHYAC-related topics do not need to include a disclaimer.

Legal Matters

1. For your protection, and the protection of SHYAC, employees and volunteers using media channels are expected to do so without infringing on the copyrights of others. SHYAC employees and volunteers are prohibited from engaging in any activities via media channels that could provoke a legitimate copyright infringement claim.
2. For your protection, and the protection of SHYAC, employees and volunteers are prohibited from using internal or external media channels for evaluating the performance of their co-workers, business partners or vendors.
3. For your protection, and the protection of SHYAC, employees and volunteers are prohibited from using internal or external media channels to publicly criticise or complain about the behaviour or actions of a SHYAC representative or member.
4. For your protection, and the protection of SHYAC, employees and volunteers are prohibited from using internal or external media channels to discuss legal matters, litigation or SHYAC's financial performance. When asked by others to discuss any of these matters, employees and volunteers should relay that "SHYAC's media policy only allows authorised employees and volunteers to

discuss these types of matters but I can refer you to someone if you'd like to ask them," and refer the question to an appropriate SHYAC staff or committee member or volunteer.

5. In some circumstances, it may be permissible to share an excerpt from a copyrighted work in a media disclosure, so long as that copyrighted work is publicly available and is appropriately referenced. These guidelines apply to sharing of copyrighted works that are publicly available on the internet:
 - a. Employees and volunteers may share links to copyrighted works hosted by copyright owners or their resellers without obtaining the permission of the copyright owner. When sharing links to copyrighted works in social media disclosures, SHYAC employees may include an original description of the link they're sharing, without the copyright owner's approval.
 - b. Employees and volunteers may share an excerpt of up to 140 characters with spaces from a copyrighted work, so long as a link to where that work is publicly available on the internet is included in their social media disclosure and provided that they are not blatantly using social media for the sole purpose of undermining the financial objectives of the copyright owner.
 - c. Employees and volunteers may embed copyrighted content in their social media accounts, and share embeddable content in their social media disclosures, so long as the embed code has been provided by a rightful copyright owner or reseller.

L. Penalties

1. Failure to comply with these media policies by employees may result in:
 - a. Withdrawal, without notice, of access to information and/or information resources.
 - b. Disciplinary action, up to and including termination of employment and/or membership.
 - c. Civil or criminal penalties as allowed by law.
2. Failure to comply with these media policies by volunteers or members may result in:
 - a. Withdrawal, without notice, of access to information and/or information resources.
 - b. Disciplinary action, up to and including expulsion from membership of SHYAC.
 - c. Civil or criminal penalties as allowed by law.
3. Penalties against violating contractors and agencies may, at the company's discretion, be enforced against the contractor or agency's primary point of contact at SHYAC and/or the SHYAC employee or volunteer to which the primary point of contact reports.