

# TPS Social Media and Advertising Policy

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## 1 What is 'social media'?

Social media consists of tools such as websites and applications that allow members of TPS and the community to create and share content and to participate in social networking. Social media may include:

- social networks, such as Yammer, Facebook and LinkedIn
- media sharing networks, such as Snapchat, Instagram, Soundcloud and YouTube
- bookmarking and content curation networks, such as Pinterest
- corporate networks, such as SharePoint and Skype
- blogging networks, such as WordPress or Newshub
- micro-blogging networks, such as Twitter and Tumblr
- discussion forums, such as Speechbubble and Whirlpool
- wikis, such as Wikipedia
- online gaming networks, such as World of Warcraft and Second Life
- sharing economy websites, such as Gumtree and Uber

The term '**post**' in this policy refers to any shared or created content put on social media.

## 2 How we use social media

The TPS has official social media accounts that we use to share information with the members and the general community and answer general queries.

Only authorised club officers can respond to the public on our behalf on social media, email or via the club web presence. This includes responses from our official social media accounts.

## 3 Sourcing and writing social media content

TPS social media posts should be written so that they are easy to understand by as many people as possible. They are:

- written in plain English;
- use a friendly and informal tone, and
- use words that our audience understands.

We source information and content from other photography sites, our own (and other member's) photography, local events and frequently asked questions from members and other community members.

## 4 TPS Use of Social Media

Although in Australia, we have the right to participate in public and political debate, such debate is not encouraged on TPS social media sites.

When making public comment, officers and members must act in a way that does not undermine other members' or the general community's confidence in them and the TPS. All comment should remain impartial and secular in nature, focussing on photography and related subjects.

It is very important that officers and members do not risk our reputation with comments they make on TPS social media. Members and officers are encouraged to make private comment but are not permitted to make comments that may be seen to be:

- harsh or extreme in criticism of other people, organisations or general community/political matters;
- damaging to the integrity or reputation of the TPS or individual members;
- a gratuitous personal attack, and
- racist, sexist, discriminatory or inappropriate in any way.

When using social media, it is not acceptable at any time to:

- post comments or images that are obscene, offensive, threatening, harassing or discriminatory in relation to work, another staff member, a stakeholder or the TPS;
- create a social media page/post to protest events or matters the TPS are implementing or promoting;
- post inappropriate images that reference or involve us in some way ;
- engage in comments that breach anti-discrimination law, and
- release sensitive, personal or confidential information without proper authority

Officers and members must exercise discretion and use judgement when deciding to make public comment or participate online.

## 5 Advertising

TPS allows members to inform others of upcoming local events, items for sale and creating links to their models/locations for the purposes of correct crediting. Any external business wanting to advertise their exclusive commercial services, will require permission beforehand. This includes members wishing to link these services from their membership of these pages.

## 6 Breaches

Offending comments or posts will be immediately removed from TPS social media sites.

Officers and members found in breach of this policy will:

- be given the right to respond to the post, to the TPS Committee, in the first instance;
- should they breach this policy for a second time, they will be blocked from all TPS social media;
- should breaches continue, they will be removed from membership under [clause] of the TPS Constitution, and
- Advertising breaches will be removed immediately from the Social Media site.