

Student Community Television Inc. (RMITV) Social Media Policy

Policy Name:	SCT Inc Social Media Policy
Date Authorised:	20/01/2020
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Review Cycle:	Annual
Authorising Body:	Student Community Television Inc. Board
Responsible Party:	General Manager, SCT Inc. Board
Related Department:	RMITV

1. RMITV's Purpose

RMITV is a student-run television production house. RMITV produces content for both online and broadcast platforms. The purposes of the association are to provide an accessible media service that is able to promote the relevant issues, cultural values and ideals of the Melbourne community and student body of RMIT at large. RMITV offers industry-standard training for members to obtain adaptable skills in the fast-shifting landscape of television and video production. RMITV is a place where media makers of the future can innovate, gain varied media production experiences, and challenge themselves in real-world production environments

2. Objective

To ensure all RMITV social media pages and all social media pages in association with RMITV productions remain positive and supportive environments for all RMITV members.

3. Scope

This policy is applicable to all board members, managers and members who are engaged in RMITV's social media pages. It extends to all social media platforms, including but not limited to, Facebook, Instagram and Twitter, including any secondary groups made for specific RMITV productions.

4. Definitions

“Board”; **“Board Members”** shall mean the Board of Directors of Student Community Television Inc

“Management Team”; **“Managers”** shall mean the management team appointed by the Board of Directors.

“Member” and **“Volunteer”** shall mean a member of the Association.

“Producer” shall mean a member of the Association who is in charge of running an RMITV show.

5. Outline

- 5.1. All members must abide by *RMITV’s Bullying Policy*.
 - 5.1.1. Any Member who does not abide by the Bullying Policy will be subject to disciplinary action as set out in the policy (pursuant to division 8 of the Bullying Policy).
- 5.2. Graphic or disturbing content, and expletive language will not be tolerated on any social media platforms associated with RMITV. This includes any language the Management team deem to be inconsistent with the organisations values.
- 5.3. Discussion and debate is encouraged
 - 5.3.1. Discussion must remain constructive, valuable and supportive
 - 5.3.2. Members must always remain fair and respectful throughout discussions
- 5.4. Comments which are inflammatory, offensive, harmful or threatening will not be tolerated.
- 5.5. Producers seeking crew are able to post crew call outs in RMITV based groups. The post must be through a google form (shared with the General Manager) and include the following:
 1. Description of the production
 2. Position available
 3. Date, time and location of the production
 4. Whether the opportunity is paid or volunteer
 5. Method of contact for members who are interested
- 5.6. Direct external advertising with no opportunity for RMITV’s membership base is prohibited and will be removed.

- 5.7.** If a Member posts more than three discussions in a day and it is not clearly justified, they will need to justify the multiple postings, or it will be considered spam and removed.
- 5.8.** Shared attachments must be set to 'public' so all members are able to access the attachment. This includes Google Forms.
- 5.9.** Feedback must be given directly to a management team member via email or through the RMITV Feedback Google Form to ensure feedback is directed to the correct person and can be actioned accordingly.
- 5.10.** If a members RMITV Membership has expired and a month has lapsed without renewal the member will be removed from the RMITV Members Facebook Group in accordance with paragraph 15.2 of the *SCT Inc. Constitution*¹.
- 5.11.** Should an individual act in violation of these policies in the RMITV members group or any subsequent social media group created for an RMITV production, the management team may issue a warning. Members who receive more than two warnings may be subject to further disciplinary action pursuant to division 2 of the *SCT Inc. Constitution*.

¹ 15.2 A member is taken to have resigned if the member's annual subscription is more than one (1) month in arrears.