



Children's Health Aid Team Inc.

Website: www.chatinc.org.au

ABN: 72 908 832 984
CCL: 20881

Policy for Media and Social Media

Overview

CHAT Inc. is an established and respected organisation. We have a reputation for providing excellent, professional services and we enjoy strong relationships with our clients, stakeholders and the country of Vietnam. Our organisation has been fortunate to attract a number of committed individuals who have seen a need to provide health services to disadvantaged people.

While providing this service, the news media may be interested in CHAT Inc. We have a responsibility to be open and responsive to their information requests because media and social media is among the many ways our clients, business partners and the Government of Vietnam build their individual perceptions of CHAT Inc. and the work we do in the communities we serve.

Purpose

This policy exists to ensure that information disclosed by CHAT Inc. is timely, accurate, comprehensive, authoritative and relevant to all aspects of CHAT Inc.

Scope

This policy applies to all members and past and present volunteers of CHAT Inc.; and covers all external news media - including broadcast, television, electronic and print, and social media.

Designation of CHAT Spokesperson

The President is designated as CHAT Inc.'s principal media contact and organisation spokesperson.
Email: president@chatinc.org.au

MEDIA

Talking With the Media

A reporter, producer or other news media may contact CHAT for a number of reasons, for example:

- To get information about CHAT Inc.
- To get information on a topical story in the community such as problems or issues specific to the communities in which CHAT has worked, etc.
- To get information about a recent unexpected event such as client or volunteer/clinician complaints; federal, state or local regulatory concerns; accidents or injury, etc.

In Vietnam:

Media queries while in Vietnam must be referred immediately to the trip Leader, who will inform the CHAT President.

In Australia:

- All media calls must be directed to the CHAT President.
- Tell the reporter: “CHAT Inc. policy is **to refer all media inquiries to the President**, who can be contacted via phone or email, and that details are on the website.”
- Please do not say that you are “not allowed to” talk to a reporter OR “have to get permission to do so”.
- You must remember to contact the President if and when you have been contacted by the media.
- Even if you have referred the media to the President, your help to prepare a response may be required.
- Do not let the reporter compel you to answer questions on the spot. It is always beneficial to prepare in advance in order to provide accurate and relevant information.

Photographs and Filming in Vietnam

If/when media request permission to take photographs or to film inside a facility where CHAT is working, please refer the media persons to the CHAT trip Leader, who will check, as necessary, with the manager at our work location or facility before considering permission.

The trip Leader and manager of the facility where CHAT is working need to give permission for the media to enter.

The trip Leader may also choose to contact the respective news room or editor for clarification, prior to granting permission.

Decisions to permit filming/photographs will be made upon a number of considerations, including but not limited to:

- How much disruption will this cause to operations?
- Is the facility in good condition and safe for media access/filming/photographs?
- Do volunteers, children, their parents and others agree to possible photographs or filming?
- What does CHAT have to gain from the photographs and filming?
- What does the facility/local community have to gain from the photographs and filming?

In general, CHAT policy permits photographers to picture/film CHAT at work – **with the exceptions that**

- **no clinician has their identity pictured/filmed while performing dental treatment, and**
- **no children who are crying or distressed are shown.**

The trip Leader must convey this requirement to the photographer.

CHAT has a name poster (kept in our stationery box), which must be shown and photographed or filmed by any media person who comes to the CHAT working location. This is to ensure there is no error in reporting who we are.

Expectations of Courtesy for Media Personnel on Site

When dealing with reporters, photographers and/or camera crews who may show up either announced or unannounced, probably because they've heard about the CHAT visit from an external source, or possibly an event at the facility has occurred, the facility Manager and all CHAT volunteers are required to act with courtesy and professionalism.

Media personnel cannot enter our facility to photograph or film without permission.

Be courteous and friendly, but also remember that no matter how congenial or affirming the reporter, photographer or camera crew are, everything you say and do may be observed and reported by the media representative who is trying to make the facility come alive for his/her audience.

Media personnel should not block the entrance to our facility or prevent people from entering our facility or conducting business as usual. If our patients, their parents or others complain about any inconvenience caused, this must be strongly communicated.

However, we cannot prevent photographing or filming the exterior of our facilities. Examples would include public parking lots, courtyards and walkways.

If in the unusual event that media access is not granted for a particular reason, and this decision is disregarded, the team members will communicate with the Leader who will consult with the manager of the facility. Consider stopping clinical work till this is clarified.

When Seeking Media Coverage

In circumstances in which you believe you have a positive news story to share with the public, contact the CHAT President who is authorized to approve what CHAT information is to be made public. The President is the person who would distribute news releases, coverage of particular events or hold media conferences, or who would delegate someone to do so.

Do not call a reporter directly without first consulting the CHAT President for advice/approval.

If a CHAT volunteer wishes to write and distribute a newsletter article about CHAT and/or their CHAT experience or some news items appropriate for internal publicity and circulation within their workplace, club, organisation etc, then permission from the CHAT President prior to publication is required.

Giving Out Email Addresses of Past or Present CHAT Members

CHAT policy is not to give out email addresses for past or present CHAT members and volunteers without their prior permission.

If a person or member outside the CHAT management committee seeks to contact past or present CHAT members and volunteers, they may provide a letter or information sheet to the CHAT Secretary – secretary@chatinc.org.au.

Then, subject only to approval by the CHAT President that the matter is appropriate, the CHAT Secretary may then proceed with the request while maintaining the past or present CHAT member or volunteer's privacy.

SOCIAL MEDIA

Social media may include (although is not limited to):

- a) microblogging (for example Twitter)
- b) instant messaging (including SMS)
- c) forums, discussion boards and groups
- d) podcasting
- e) video and photo sharing websites (Instagram etc)
- f) blogs, including corporate blogs and personal blogs
- g) blogs hosted by media outlets
- h) wikis and online collaborations (for example Wikipedia)
- i) online multiplayer gaming platforms (for example World of Warcraft, Second Life)

Unacceptable Use of Social Media

All members, past and present, when using social media as a representative of CHAT or for private purposes must not:

- a) use social media in a way that would reasonably be considered to be unlawful, defamatory, offensive, obscene, or harassing in nature, including but not limited to sexually explicit photographs, cartoons and jokes, and negative racial, cultural, religious or gender specific messages, or otherwise be in breach of any other of CHAT's policies,
- b) use the identity or likeness of another member of CHAT for themselves,
- c) pose as an official representative of CHAT,
- d) reveal CHAT's confidential or proprietary information,
- e) use CHAT's logo or intellectual property except where expressly approved by CHAT President,
- f) use CHAT's email address, or email address of members, that may give the impression of official support or endorsement of their personal comment and
- g) comment or post any material that might otherwise cause damage to CHAT's reputation or bring it into disrepute.

Any breach that is also considered illegal shall be reported to the appropriate external authority

Professional Use of Social Media

Before engaging in social media as a representative of CHAT, past and present members must be authorised to comment with the explicit approval of the CHAT President.

If authorised to comment they must:

- a) disclose that they are a representative of CHAT and only use their own identity, unless authorised to use an approved official account or avatar,
- b) ensure that all content published is accurate and not misleading and complies with all relevant CHAT policies, rules and procedures,
- c) ensure that they are not the first to make an announcement (unless specifically given permission to do so),
- d) comment only on their area of expertise and authority,
- e) ensure comments are respectful of the community in which they are interacting online,

- f) adhere to legislation including copyright, privacy, defamation, contempt of court, discrimination, harassment and any other applicable laws, and all other of CHAT's policies.

Personal Use of Social Media

All current and past members should be aware of and understand the potential risks and damage to CHAT that can occur, either directly or indirectly, from their personal use of social media and should comply with this policy to ensure that the risk is minimised.

You are personally responsible for content published in a personal capacity on any form of social media platform. When in doubt, members can seek guidance from the CHAT President on how to comply with this policy.

We encourage those who are taking photos and other images on trips to seek consent from those in the images, before posting on any internet sites.

These guidelines apply to all CHAT members, past and present volunteers and any associated third party persons.

May 2016

V2 May 2023 – social & media amalgamated