

MEDIA, SOCIAL MEDIA, PHOTOGRAPHY & VIDEOGRAPHY POLICY



ROYAL SOUTH STREET SOCIETY

Purpose

The Royal South Street Society (RSSS) recognises the important role media, social media, photography and videography play in promoting the organisation, celebrating participant achievement, engaging with the community, and documenting the history and impact of the Royal South Street Society Ballarat Eisteddfod.

This policy is designed to ensure that all media engagement, social media activity, photography and videography undertaken by or on behalf of RSSS is conducted in a professional, respectful, legally compliant, coordinated and child-safe manner.

This policy also supports RSSS's commitment to child safety, wellbeing, privacy, dignity and cultural safety, and aligns with current Victorian Child Safe Standards and Australian privacy obligations.

Scope

This policy applies to:

- Board members
- Staff
- Contractors
- Volunteers
- Discipline Chairs
- Adjudicators
- Media representatives engaged by RSSS
- Photographers and videographers engaged by RSSS
- Any individual authorised to represent RSSS publicly or online
- Participants, parents/guardians and audience members where relevant to event conditions of entry

This policy applies across:

- Traditional media engagement
- Media releases and interviews
- Official and personal social media activity related to RSSS
- Photography and videography undertaken at RSSS events
- Digital communications and online engagement
- Promotional and archival content
- Live streaming and digital broadcasts
- Websites, social media platforms and online publications

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Definitions

Authorised Personnel	Individuals approved by RSSS to communicate publicly or manage official media and social media activity.
Child/Young Person	A person under the age of 18 years.
Consent	Permission obtained from a participant or parent/guardian for the collection, use and publication of images, recordings or identifying information
Photography & Videography	Any still image, digital image, livestream, video footage or audio-visual recording captured electronically or digitally.
Media	The main means of mass communication including broadcasting, publishing, print, radio, television, digital journalism, podcasts and online news platforms.
Media Release	An official statement prepared for public release to media organisations or digital platforms.
Royal South Street Society	The formal title of the organisation. The organisation that formally oversees the Royal South Street Society Ballarat Eisteddfod
Royal South Street Society Ballarat Eisteddfod	Our core business/event/season of events/eisteddfod which is overseen by the Royal South Street Society
Record or Recording	Record and Recording in this document shall be defined as the taking of a photograph, the recording of a video, the recording of audio, and live streaming.
Social Media / Social Networking	Online communication platforms and applications through which users create, share and engage with content and communities, including but not limited to Facebook, Instagram, TikTok, X (formerly Twitter), LinkedIn, YouTube and similar platforms

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Policy Statement

RSSS is committed to:

- Promoting a safe, respectful and inclusive environment for children and young people;
- Ensuring media and online engagement reflects the values and reputation of RSSS;
- Protecting the privacy, dignity and wellbeing of participants, particularly children and young people;
- Ensuring all media content is accurate, respectful and legally compliant;
- Ensuring photography and videography practices are ethical and appropriate;
- Preventing misuse of images, recordings and online communication;
- Meeting obligations under Victorian Child Safe Standards and Australian privacy legislation.

RSSS has zero tolerance for child abuse, exploitation, bullying, harassment, discriminatory conduct or misuse of images and online platforms

Child Safety and Wellbeing

RSSS is committed to creating culturally safe, child-safe and inclusive environments where children and young people are respected, protected and empowered.

All media, social media, photography and videography practices must:

- Prioritise the safety and wellbeing of children and young people;
- Protect children from exploitation, grooming, humiliation or inappropriate exposure;
- Respect participant dignity and privacy;
- Avoid content that may place a child at risk;
- Align with the RSSS Child Safety & Wellbeing Policy and Child Safe Code of Conduct.

RSSS will not knowingly publish or permit:

- Inappropriate or exploitative images of children;
- Images identifying children in unsafe contexts;
- Images accompanied by excessive personal information;
- Content that humiliates, shames or stereotypes children or young people;
- Direct online communication between adults and children through personal accounts outside approved RSSS processes.

All concerns regarding child safety, inappropriate conduct, online grooming, image misuse or breaches of this policy must be reported immediately to RSSS management.

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Updated Child Safety Requirements (2026)

The following provisions have been added or strengthened to align with current Victorian and Australian child safety obligations:

Victorian Child Safe Standards

This policy has been updated to align with the Victorian Child Safe Standards, including:

- Standard 1: Culturally safe environments;
- Standard 3: Child and student empowerment;
- Standard 5: Equity and diverse needs respected;
- Standard 6: Suitable staff and volunteers;
- Standard 8: Child safety knowledge, skills and awareness;
- Standard 9: Physical and online environments promote safety;
- Standard 11: Policies and procedures document safety obligations.

Online Safety Requirements

RSSS recognises online environments as part of its child-safe responsibilities.

Accordingly:

- Official RSSS communication with children must occur only through approved and transparent channels;
- Staff and volunteers must not engage in private messaging with participants unless authorised and operationally necessary;
- Social media administrators must monitor comments and interactions for inappropriate conduct;
- Content involving children must be reviewed for safety, dignity and appropriateness before publication.

Consent and Image Protection

Additional safeguards now require:

- Clear consent processes for identifiable images of children;
- Respect for requests to remove images or recordings where reasonably practicable;
- Secure storage and controlled access to image archives;
- Consideration of child safety risks before livestreaming or publishing content.

RSSS will implement documented consent, identification, review and content management procedures to ensure identifiable images of children and young people are only captured, stored and published in accordance with parent/guardian consent, child safety requirements and privacy obligations.

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Reportable Conduct and Mandatory Reporting

Any suspected grooming, exploitation, abuse or inappropriate communication involving a child may trigger reporting obligations under Victorian child safety and reportable conduct frameworks.

Media Engagement

Only the following individuals are authorised to formally liaise with media on behalf of RSSS:

- Board Chair
- Executive Officer

Board members, Discipline Chairs or delegated representatives may speak publicly only with approval from the Board Chair or Executive Officer.

RSSS may appoint authorised spokespersons for specific events, disciplines or operational matters.

Media Conduct Requirements

Authorised personnel must:

- Act professionally and respectfully at all times;
- Provide accurate, current and legally compliant information;
- Respect confidentiality and privacy obligations;
- Avoid commentary on legal matters unless authorised;
- Avoid personal opinions being represented as RSSS positions;
- Avoid offensive, discriminatory, defamatory or inflammatory comments;
- Consider child safety implications before releasing information.

Where information is uncertain, personnel should advise media representatives that further clarification is required before comment is provided.

Media Releases

Media releases issued on behalf of RSSS must:

- Be approved by authorised personnel;
- Reflect RSSS values and strategic messaging;

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- Be accurate and factually verified;
- Respect privacy and consent requirements;
- Comply with copyright and child safety obligations.

Media releases relating to children or young people must avoid unnecessary identifying information.

Social Media

Official RSSS Social Media Accounts

Only authorised personnel may administer or publish content on official RSSS social media accounts.

Official social media content must:

- Align with RSSS values and branding;
- Be respectful, inclusive and professional;
- Promote positive community engagement;
- Comply with child safety, privacy and copyright obligations;
- Avoid bullying, harassment, vilification or discriminatory conduct.

RSSS reserves the right to moderate, remove or restrict inappropriate content on official platforms.

Personal Use of Social Media

RSSS recognises the right of individuals to use social media personally. However, where RSSS is referenced or associated with content, individuals must:

- Clearly identify personal opinions as their own;
- Maintain confidentiality;
- Avoid conduct that may damage the reputation of RSSS;
- Avoid sharing sensitive or private information;
- Not use RSSS logos, branding or imagery without permission;
- Uphold professional and respectful standards.

Staff, volunteers and representatives must not:

- Bully, harass or intimidate others online;
- Share false or misleading information;
- Publish inappropriate images or recordings of children;

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- Engage in online conduct inconsistent with RSSS values or Child Safe Standards.

Photography and Videography

General Principles

Photography and videography are important components of promoting and documenting RSSS activities.

All photography and videography conducted by or on behalf of RSSS must:

- Respect the dignity and privacy of participants;
- Prioritise child safety and wellbeing;
- Be appropriate to the event and setting;
- Be undertaken in a respectful and culturally sensitive manner;
- Comply with consent requirements.

Consent Requirements

RSSS may capture images and recordings at public events for promotional, archival, educational and reporting purposes.

Where children or young people are identifiable, RSSS will:

- Seek appropriate parent/guardian consent where required;
- Provide notice through registration processes, signage or event communications;
- Respect documented restrictions relating to image use;
- Take reasonable steps to avoid photographing participants who have opted out.

Consent may include use across:

- Printed promotional materials;
- Websites;
- Social media;
- Livestreams and broadcasts;
- Annual reports and funding reports;
- Historical archives.

Where participation occurs through a school or educational institution, RSSS may rely on the school's existing parent/guardian consent and child safety processes, provided the school communicates any applicable media or image restrictions to RSSS prior to the event.

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Appropriate Image Use

RSSS will use images and recordings responsibly.

Images of children and young people should:

- Be respectful and age appropriate;
- Reflect diversity and inclusion positively;
- Avoid unnecessary personal identification;
- Avoid vulnerable or compromising situations;
- Avoid isolated one-on-one imagery where possible.

Where names are published alongside images of children, only limited information should be used and only where operationally appropriate.

Audience Photography and Event Conditions

Audience members may not take photographs or videos of their own children for personal use unless otherwise advised.

RSSS reserves the right to:

- Restrict photography or recording in certain events or venues;
- Require devices to be put away where child safety, licensing or copyright concerns apply;
- Remove individuals engaging in inappropriate or unauthorised recording activity.

Commercial use, publication or distribution of recordings from RSSS events without permission may be prohibited.

Livestreaming and Digital Broadcasts

Where events are livestreamed or digitally broadcast:

- Participants should be informed in advance where practicable;
- Child safety and privacy risks must be assessed;
- Moderation and monitoring processes should be implemented;
- Content should remain respectful, safe and appropriate.

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Privacy and Confidentiality

RSSS is committed to protecting personal information in accordance with applicable privacy legislation.

Media content, photographs, recordings and online communications must not:

- Disclose confidential information;
- Reveal sensitive participant information;
- Breach privacy obligations;
- Publish personal contact information without consent.

Image archives and digital media assets should be securely stored with appropriate access controls.

Breaches and Misuse

Breaches of this policy may result in:

- Removal of content;
- Revocation of media or social media access;
- Disciplinary action;
- Removal from RSSS activities or volunteer roles;
- Referral to external authorities where required.

Examples of breaches include:

- Harassment or bullying;
- Defamatory or offensive conduct;
- Child safety breaches;
- Inappropriate communication with children;
- Misuse of images or recordings;
- Privacy breaches;
- Unauthorised media engagement;
- Unauthorised publication of confidential information.

Reporting Concerns

Concerns regarding:

- Child safety;
- Inappropriate photography or videography;

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- Social media misuse;
- Privacy breaches;
- Media conduct;
- Online safety concerns;

must be reported immediately to the Child Safety Officer/responsible staff member on duty, Executive Officer.

Where required, RSSS may escalate matters to Victoria Police, the Commission for Children and Young People, venue management or other relevant authorities.

Legislative and Regulatory Context

This policy should be read in conjunction with:

- Child Wellbeing and Safety Act 2005 (Vic)
- Victorian Child Safe Standards
- Working with Children Act 2005 (Vic)
- Privacy Act 1988 (Cth)
- Copyright Act 1968 (Cth)
- Equal Opportunity Act 2010 (Vic)
- Defamation laws
- Occupational Health and Safety Act 2004 (Vic)
- Reportable Conduct Scheme obligations
- eSafety Commissioner guidance and online safety requirements

Related Policies and Documents

- Child Safety & Wellbeing Policy
- Child Safe Code of Conduct
- Privacy Policy
- Code of Conduct
- Confidentiality Policy
- Risk Management Policy
- Risk Management Plan
- Volunteer Handbook
- Staff Handbook

Responsibility

The RSSS Board is responsible for monitoring implementation, compliance, outcomes and review of this policy.

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The Executive Officer is responsible for:

- Policy implementation;
- Communication and training;
- Delegation of authorised personnel;
- Monitoring compliance;
- Maintaining associated procedures and forms.

All staff, volunteers and representatives are responsible for complying with this policy.

Communication and Implementation

This policy will be communicated and implemented through:

- Staff and volunteer induction;
- Board and staff meetings;
- RSSS intranet and policy systems;
- Training and child safety education;
- Event registration and participation processes;
- Public signage and event conditions where required.

Policy Review

This policy will be reviewed:

- Every two years;
- Following legislative or regulatory changes;
- Following any significant incident or complaint;
- As part of RSSS continuous improvement and child safety review processes.

Policy Authorisation

Approved by RSSS Board	20/05/2026	Responsible Person	Executive Officer
Version	Version 2 May 2026	Scheduled Review Date	01/06/2028