

WEAR IT PURPLE

COMMUNICATION POLICIES

Including:

- *Privacy Policy*
- *Copyright Policy*
- *Social Media Policy*
- *Media Relations Policy*

Privacy policy

As Wear It Purple deals with issues surrounding sexuality within young people, it is important to note that the privacy of the individual members should be upheld at all costs. This is mainly important in details collected for membership, as well as any promotional purposes.

Wear It Purple collects personal details from individuals who are deciding to become members of, or volunteer with, the organisation. Wear it Purple also collects details of those wishing to participate in its projects or events. The organisation acknowledges that as its core responsibility is towards supporting rainbow young people, who are a marginalized and at risk demographic, there are inherent dangers about storing personal details. The organisation is committed to protecting the privacy of personal information it collects, holds and administers.

Wear It Purple recognises the right of individuals to have their information administered in ways they would reasonably expect.

Wear It Purple is bound by laws which impose specific obligations when it comes to handling information.

Wear It Purple will:

- Collect only information which the organisation requires for its primary function;
- Ensure that stakeholders are informed as to why we collect the information and how we administer the information gathered;
- Use and disclose personal information only for our primary functions or a directly related purpose, or for another purpose with the person's consent;
- Store personal information securely, protecting it from unauthorised access; and
- Provide stakeholders with access to their own information, and the right to seek its correction.

Copyright policy

Wear it Purple is responsible for managing its assets, including its intellectual assets in a way that maximises their contribution to the goals of the organisation.

Subject to these responsibilities, Wear it Purple is committed to the widest possible dissemination of its ideas and findings where these may assist others.

Conversely, Wear It Purple is to ensure that copyright law is to be followed by all active members, across platforms, roles, and actions.

Executive Members of Wear it Purple are expected to sign Wear it Purple's Intellectual Property agreement in relation to their work with Wear it Purple.

Production of Copyright Material

Material created by staff, including volunteers, of Wear It Purple entirely on their personal time and not involving the use of the organisation's facilities or materials shall be the property of the creator.

An individual's "personal time" shall mean time other than that for which they receive salary (in the case of staff) or perform assigned functions (in the case of volunteers).

Staff or volunteers who claim that material was made or created on personal time have the onus of demonstrating this proposition. Staff engaged in work during personal time where later confusion may possibly occur are encouraged to discuss this with their supervisor/operational mentor.

With the exception of material created on personal time, all materials that result from activities carried out at Wear It Purple, or developed with the aid of Wear It Purple's facilities or staff, or developed through funds administered by Wear It Purple, shall be the property of Wear It Purple except by specific prior written agreement.

Works by independent contractors shall be owned in accordance with the contract under which the work was created. Wear It Purple shall ensure that there is a written contract for work by an independent contractor specifying ownership. If work is created for Wear It Purple under a pro-bono arrangement this work will be treated as that of a volunteer unless otherwise specified.

Any dispute between Wear It Purple and its staff or volunteers, or between staff or between volunteers, on issues of copyright ownership shall be determined by the organisation's dispute resolution procedures.

Use of Copyright Material

Staff and volunteers of Wear It Purple are required to observe all applicable copyright laws and regulations.

This includes the use of images.

Copyright on Wear it Purple Materials

All materials produced by or on behalf of Wear It Purple are copyright. Permission to reproduce such materials depends on the category into which they fall.

All materials produced by or on behalf of Wear It Purple will be classified by the board into one of the following classes.

1. Those materials that are copyright and that cannot be reproduced by any process other than for the purposes of and subject to the provisions of the Copyright Act and any licensing agreement between the user and 'Wear It Purple'.
2. Those materials that are copyright and that may nonetheless be circulated and/or reproduced as long as any reproduction features specified credits and disclaimers.
3. Those materials that are copyright and that may nonetheless be reproduced without conditions.
4. Those materials that are not copyright.

The copyright policies of Wear It Purple are binding on all staff, whether paid or voluntary. The copyright policies of Wear It Purple, as amended from time to time, shall be deemed to be a part of the conditions of employment of every employee and shall be included in the orientation material given to every volunteer.

Social media policy

As the most prominent form of communication in the 21st Century so far, and the core method of communication for Wear It Purple and its stakeholders, it is important to discuss and implement consistent policy regarding Social Media Communication that is conducive to furthering the work of Wear It Purple.

As a particularly fluid form of media it is important that this policy is constantly reviewed and revised. Any revision must be able to be interpreted across medias.

Social Media, which includes, but is not exclusive to:

- Twitter
- Facebook
- Instagram
- Tumblr
- Google+
- WordPress/Blogger
- YouTube/Vimeo
- iTunes/Podcasting

shall be carried out in a way so that the future of Wear It Purple is not jeopardised. This can be highlighted in a few core values:

- **Integrity:** Wear It Purple will not knowingly post incorrect, defamatory or misleading information about its work, the work of others, including individuals, and organisation. It will ensure to follow the 'Privacy' & 'Copyright' policies of the organisation.
- **Professionalism and consistency:** As the social media presence of Wear It Purple through its official channels represents the organisation itself, it should ensure posts are delivered in a uniform tone, that is, the impression is of the organisation, not of the individuals within it.
- **Safety:** Should the particular social media site allow it, Wear It Purple should endeavour to outline rules and regulations for commenting and engagement. These rules being:
 - Discriminatory behaviour will not be tolerated within this (page/ account/ etc).
 - Anti-Social behaviour or bullying will not be accepted.
 - Any engagement that is found to be within these categories will be deleted.
- **Accessibility:** Any engagement (comments, posts, etc) with Social Media shall ensure to be non-discriminatory (sex, gender, sexuality, ability, age, race, etc). Should there be any engagement that is to be posted, that the poster believes to be controversial, they should raise it with the Operations Officer to assure of suitability. If the Operations Officer is also uncertain, this can be raised with a member of the board.
- **Sensitivity and respect:** Recognizing that people have varied experiences, all posts must be sensitive to any potentially "triggering" statements, images, or implications. Anything that may risk this should be clearly labeled as such at the start of any post.
- **Insightful:** Anything uploaded should be explainable as to why it has been uploaded and what relevant message it provides.

Wear It Purple should seek to grow its social media base and use this to engage with existing and potential members, donors and stakeholders. Wear it Purple's social media networks – including other organizations and 'pages' – should be utilized to further the organisation's aims or projects, where it is appropriate to do so. At the same time, a professional balance must be struck which avoids placing the organisation's reputation at risk.

Media relations policy

As Wear It Purple grows in size and awareness, there will be increasing contact with media outlets on public occasions. As such the organisation has outlined processes for who can speak to the media as a representative of the organisation.

There are 4 members of Wear It Purple who are generally authorised to talk to the media:

1. President of the Board
2. Operations Officer
3. Youth Engagement Officer
4. Leaders of the YAC

All other members including Board, Executive, and YAC, must seek permission from one of these parties before responding to media enquiries, and may be given authority by one of the above representatives to talk to the media on behalf of Wear it Purple.

If there is a media enquiry relating to a particular project of Wear it Purple, the Portfolio Holder or Project Leader may talk to the media, only in so far as it relates to their portfolio/project.

When interacting with media outlets, responses should be such that the organization will not be brought into disrepute. All responses should be honest, simple and respectful.