

Marketing, Media and Communications Policy (including Social Media)



Australian Association of Graduate Employers Limited

(ACN 003 547 680)

Marketing, Media and Communications Policy

Australian Association of Graduate Employers Ltd

Policy Name: Marketing, Media and Communications Policy (including Social Media)

Policy Description:

The AAGE recognises the benefits of leveraging the media to build the profile of the organisation in the market.

The purpose of this policy is to ensure that in all dealings with the media, the AAGE acts in a professional, coordinated manner and that all statements made are accurate, appropriate and authorised.

Applies to:

This policy applies to all AAGE staff, AAGE Directors and Committee in their capacity as a Director or Committee member of the AAGE.

This policy does not apply to Directors and Committee Members when performing the duties of their full-time role (employer role).

Definitions

Media Contact	<p>Includes:</p> <ul style="list-style-type: none">• information provided via media releases or statements• responding to media enquiries over the phone, via email, online, interviews or briefing• disclosing information to the media• making comments on talkback radio• addressing a seminar or conference where the media are present• responding to or writing “letters to the editor”• media activities for events, reports, and launches• posting on social media platforms
Media	<p>Communication outlets or tools used to store and deliver information or data. It refers to components of mass media such as print media, publishing, the news media, photography, cinema, broadcasting (television and radio), digital media and advertising, including social media platforms.</p>

Relevant policy statements and/or principles

- The AAGE will respond to media enquiries in relation to the AAGE and the AAGE’s activities where appropriate.
- The AAGE will not respond to media enquiries in relation to other organisations and other organisations’ activities.
- The AAGE will create media releases for significant AAGE activities. For example, the publication of AAGE survey results.

- The AAGE's media releases and media responses will be truthful and accurate, and will not include speculation, guesswork or personal opinion. They will not include disparaging comments about AAGE members, non-members, individuals or other organisations.

Procedure:

The AAGE CEO is responsible for approving all external content for media including media releases. The CEO is the AAGE's official spokesperson unless this is delegated to a member of the AAGE Staff, Board or Committee.

The AAGE Staff, Directors and Committee will not initiate media contact or respond directly to media enquiries.

Personal or contact details of AAGE staff, Members, Directors or Committee Members will not be provided to the media without prior consent.

The release of any information will remain consistent with the AAGE's HR and confidentiality policies.