Genealogical Society of Queensland Inc (GSQ)

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POLICY NAME	MEDIA POLICY		POLICY NO.	GSQ M 1
EFFECTIVE DATE	16th September, 2024	DATE OF LAST REVISION N.A.	VERSION NO.	2b
ADMINISTRATOR RESPONSIBLE	President	CONTACT INFORMATION	president@gsq.org.au	

APPLIES TO Apply group names to define applicable areas of staff.					
GROUP 1	Generation Editor	GROUP 2	eNews Editor	GROUP 3	Webcoordinator(s)
GROUP 4	Facebook Page Administrators	GROUP 5	Facebook Group Administrator	GROUP 6	Blog Administrator

VERSION HISTORY

VERSION	APPROVED BY	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR
1a	Management Committee		Amendment to wording regarding "affiliated" in Additional Notes.	Management Committee
2a	Release Copy		Effective date amended Additional Notes: Affiliates changed reciprocal arrangements. Policy Statement: Delete members insert those Rewording: Media Platform – Facebook page Insert GSQDNA Group Contacts Reword: "Communication Crisis" to "Crisis Communication" Inclusion of Appendix 1 – Approval process for external Links.	Management Committee
2b	Release Copy	16.12.2024	Inclusion of guidelines for "Stay abreast of evolving social media functionality changes that may impact content display."	Management Committee

REVIEW AND APPROVAL

The Media Policy is to be reviewed annually by the Vice President in conjunction with the President
The reviewed Policy is to be approved annually by the Management Committee following the Review.

ADDITIONAL NOTES

The Genealogical Society of Queensland Incorporated (GSQ) is a not-for-profit association established in 1978 to assist its members and others researching family history in Queensland, Australia. Its mission is "helping to discover your family history".

GSQ is overseen by a Management Committee elected annually by members. It is staffed by volunteers who help and support members and visitors; and undertake projects designed to add to the body of resources available to family historians in Queensland.

GSQ has reciprocal arrangements with organisations which represent family history societies in Queensland, and more broadly, Australia, New Zealand, and the British Isles.

GSQ acknowledges First Australians and recognises their continuous connection to country, community and culture.

SCOPE

This policy aims to provide GSQ with mechanisms to showcase its knowledge and skills in genealogy and to promote GSQ to new and potential members as a credible provider of genealogical and family history services.

It informs all content producers of their responsibilities in communicating and disseminating information via GSQ's media and social media channels, including sharing information for public education purposes.

In this policy, GSQ accepts the responsibility to develop and maintain an appropriate media policy that outlines specific principles and processes.

GSQ embraces the use of media, social media and other platforms to connect and engage with audiences and promote GSQ and its activities.

GSQ recognises that many content producers and members use social media to communicate, participate and contribute to online communities. This policy seeks to empower content producers and members to participate confidently in social media conversations whilst upholding GSQ's principles.

POLICY STATEMENT

The Policy is a set of guidelines for all GSQ content producers and those engaging in internal and external communications are required to read, understand and adhere to this policy.

TERMS AND DEFINITIONS

MEDIA PLATFORMS

The policy encompasses the following print and digital media platforms and tools used by GSQ to disseminate and share information internally (members and volunteers) and externally (the community at large).

- **Website**
  This is the official website for the Society. It is updated and moderated frequently. Content producers and administrators are required to be familiar with the Website Privacy Policy.

- **Generation**
  This is a quarterly magazine produced principally in digital format. Printed copies are distributed to a small number of subscribers.

- **eNewsletter**
  This is a monthly newsletter distributed via the Mailchimp platform to members and subscribers.

- **Blogs**
  Blogs are produced on a weekly basis and available to subscribed members. Content producers should follow the Society's Blog Editor Guidelines and Procedures, effective May 2023.

- **Facebook pages**
  These are public Facebook pages, updated and moderated frequently on a 14-day schedule.

Content producers and administrators should follow GSQ's [Guidelines for editing GSQ Facebook and group](#), effective August 2020.

- **Facebook group**
  This is a closed, members-only private page, updated and moderated frequently. New members must answer a series of questions before being permitted to join. Content producers and administrators should follow GSQ's [Guidelines for editing GSQ Facebook and group](#), effective August 2020.

- **Connections 2025 website, Facebook and Instagram pages**
  A dedicated [website](#) and associated [Facebook](#) and [Instagram](#) pages have been established to promote the Connections 2025 Australasian conference in March 2025. They are updated and moderated frequently by a third-party provider.

- **External presentations**
  These are presentations and information sessions prepared by Society members for public presentation to community groups at various venues throughout the year. Content is prepared at the discretion of presenters. They retain copyright of their materials which must adhere to the editorial standards set out in this policy.

- **Advertising within GSQ publications**
  This includes all internally produced print and digital publications. These standards will apply to any future Media Kit developed for third-party advertisers in Generation magazine.

- **Promotional posters, artwork for external media outlets.**
  This includes advertisements, advertorials, social media tiles, artwork and other materials developed for external print and digital publications.

Define any acronyms, jargon, or terms that might have multiple meanings.

TERM	DEFINITION

POLICY SECTIONS

GSQ is committed to providing quality and relevant publications to members via print and online platforms that adhere to the principles of family history where information is:
1. Accurate
2. Independent
3. Non-sectarian
4. Apolitical
5. Objective
6. Informative
7. Consistent with privacy and copyright legislation

Content producers are required to exercise good judgment about their media and social media activity and consider the context and implications of their actions. This policy aims to provide clarity to content producers about how to conduct themselves in their media and online activities.

The following principles apply to all GSQ content producers when authoring official GSQ accounts.
It is the responsibility of content producers to:
- Read, understand and adhere to this policy and its principles
- Communicate in a manner that is apolitical, impartial and professional
- Respect copyright laws
- Uphold GSQ's reputation
- Protect the privacy and personal information of GSQ members
- Respect and protect relationships established by GSQ with external stakeholders and partners
- Uphold brand conventions as established in the GSQ style guide
- Produce content that is relevant to genealogy and/or family history
- Seek Management Committee approval before including third-party advertisements or links to external sites (refer Appendix 1)
- Acknowledge First Australians as "First Australians"
- Reference First Australian place names, tribal and language groups wherever possible
- Defer to the Management Committee in the event of crisis communications
- Acknowledge content sources when requested and ensure permission is granted prior to publication
- Liaise with other content producers to avoid any scheduling clashes where relevant
- Stay abreast of evolving social media functionality changes that may impact content display.

That means when social media platforms change the way they look or work in the administration area that affects how it looks to the user, that the onus is on GSQ administrators to keep abreast of those changes and adapt practices where relevant. It might mean where we add posts in the planner today might be different next week/next year or that platforms might stop serving PCs and become a mobile display only. *An example is when Facebook became Meta and there was general confusion about what this meant and how it would work although it still presents as Facebook to users but is Meta in the administration area. Another is when Instagram removed the number of likes visible to users. Administrators can tell how many likes there have been on the post, but this is no longer visible to visitors.*

OFFICIAL USE – GSQ ACCOUNTS
Official use refers to authoring content for GSQ's media and social media accounts, which are the voice, brand and public face of GSQ, its members and volunteers.
All content appearing on these accounts represents an official comment made on behalf of GSQ. All GSQ accounts are authored, maintained and coordinated by various content producers within the membership ranks.
When authoring official GSQ accounts, content producers must:
- Not disclose sensitive or official information unless authorised to do so
- Not commit the GSQ to any action or initiative without prior approval from the Management Committee including committing funding to media advertising and sponsored content
- Not share their access or password with others including colleagues
- Not post or create content outside the scope of their project, including moderating or responding to comments unrelated to their project
- Not comment on behalf of other individual or committees within GSQ
- Not comment in a way that adversely affects the reputation of parties with whom the GSQ is formally partnered or has a significant relationship.
- Assume that they can be identified as GSQ members despite using pseudonyms, posting anonymously or from private accounts, and that their activity can be made public and therefore shared
- Be respectful of other content producers and members and their work
- Protect the privacy and personal information of members

UNOFFICIAL USE – GSQ ACCOUNTS

GSQ members must not use an official account unless they have been given approval to do so by the relevant content producer/editor/administrator or GSQ President.

Content producers/editors/administrators may grant access to other members to author content for the official GSQ accounts on a case-by-case basis (in the event of illness, extended leave or other personal reasons).

BREACHES

Content managers must consider how their unofficial media and social activity may reflect on GSQ's reputation within the community and core objectives. This policy will be implemented and overseen by the Management Committee through the President.

Content producers who suspect a policy breach has occurred should contact the Management Committee through the President. Breaches may result in the following:

- Immediate removal of offending content
- Public clarification, correction or apology in relation to breach as relevant
- Withdrawal of content producer's role at Management Committee's discretion
- Reprimand by the Management Committee

LIABILITY

GSQ is not responsible for any statements made or opinions expressed by the authors of papers or articles published in any GSQ media or social media platforms.

GSQ cannot vouch for the accuracy of offers of goods or services that appear or are mentioned in any GSQ media platforms. It will not be responsible for the outcome of any contract that may be entered into with any advertiser. It reserves the right not to publish or republish any advertisement.

EXCEPTIONS

No exceptions scheduled.

Attachments

1. External Link approval process.
2. Style Guide (in development)

ROLES AND RESPONSIBILITIES

ROLE	RESPONSIBILITY
President	To provide administrative supervision of the Media Policy in all its facets.
Vice President	To review the Media Policy annually, in conjunction with the President, and recommend any changes to the Management Committee.
Webcoordinator(s)	To maintain the website by ensuring its content is up to date and relevant to GSQ's members.
Generation Editor	To produce the quarterly GSQ magazine, continually review its structure and make any recommendations to the Management Committee through the President.
eNews Editor	To produce the monthly digital newsletter, continually review its structure and make any recommendations to the Management Committee through the President.

Blog Editor	To produce weekly Blogs as per the Guidelines and Procedures imbedded in this document.
Facebook Page Editor	To update and moderate on a fortnightly schedule the page as per the Guidelines and Procedures imbedded in this document.
Facebook Group Administrators	To moderate the page as per the Guidelines and Procedures imbedded in this document.
Education Coordinator	To supervise all education events, internally and externally, to ensure that they comply with this policy.
Conference Convenor	To supervise the website, Facebook and Instagram pages established specifically for the promotion of the 2025 Conference "Connections Past-present-Future".

CONTACTS

TITLE	CONTACT	PHONE	EMAIL
President	Helen Veivers		president@gsq.org.au
Vice President	David Barnes		vicepresident@gsq.org.au
Webcoordinators	Helen Connor & Ailsa Corlett		webcoordinator@gsq.org.au
Generation Editor	Russell Fraser		editor@gsq.org.au
eNews Editor	Helen Connor		enews@gsq.org.au
Blogs Editor	Bobbie Edes		blogs@gsq.org.au
Facebook Page Administrators	Bobbie Edes & Catherine Thompson		facebook@gsq.org.au
GSQDNA Group Facebook Group Administrator	Greg Carlill, Helen Smith, Judy Lofthouse, Bobbie Edes & Dianne Kennedy,		dna@gsq.org.au
Facebook Group Administrator	Rhoda Copeland		gsqgbgroup@gsq.org.au
Education Coordinator	Marg Doherty		education@gsq.org.au
Conference Convenor	David Barnes		conferenceconvenor@gsq.org.au

Appendix 1 Approval of External sites and Advertising

All external sites require approval.
The approval process is to be the responsibility of the Facebook Administrator and all external links, from the commencement of the policy, are to be reported as part of the monthly report to the Management Committee monthly.
The initial report should reflect all existing links. Subsequent reports should include additional links used in the month being reported.

NB Training links must not conflict with programs or events held by the Education Committee. This has been added to the Policy.