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DIGITAL MEDIA POLICY

Commencement Date:	28/3/18	Review Date:	March 2020
Division Responsible:	Engagement		
Approval Authority:	Guild Council		
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1.0 Aim

UWA is a multicultural and diverse campus and everything the Guild undertakes, including its digital media content is with the students in mind. As such, the organisation is committed to ensuring that each and every photograph and video harnessed to promote the Guild is taken with the subject's permission and used in an approved or intended fashion.

The Guild's Engagement department is available to assist students, clubs and organisations in taking and storing digital media content for Guild use. If you are unsure or require further assistance do not hesitate to contact them at marketing@guild.uwa.edu.au.

2.0 Aims and Scope

2.1 This Policy aims to:

- Provide a definition of terms used to identify digital media content and Guild channels
- Provide photography and filming process guidance, clearly stating the steps Guild photographers and videographer should take when shooting, recording and saving all content
- Identify where the Guild has responsibility over photographs and video content
- Identify the approval process for the use of photographs both online and offline (including in print)
- Clarify the process for sharing digital media content with affiliated organisations
- Explain the content guidelines pertaining to photography and video promotions and the process taken if content is found to be in breach of these rules
- Provide a process for complaints regarding the decisions of the Guild in relation to the approval of publications/promotions and requests for the removal of any such material

2.2 This policy applies to digital media content for the purpose of promotion by the Guild staff or student representatives. This policy also covers external photography or video service providers contracted by the Guild to provide photography or video services, subject to contract negotiations. It does not cover digital media content for personal use or for non-promotional purposes.



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3.0 Definitions

3.1 DEFINITION OF DIGITAL MEDIA

3.1.1 DEFINITION OF PHOTOGRAPHY

For the purposes of this policy, 'photography' can be produced in both digital and printed form and includes but are not limited to:

- A picture made using a camera, in which an image is focused on to light-sensitive material and then made visible and permanent by chemical treatment, or stored digitally. This includes images taken on a video, camera, phone camera and temporary camera

3.2 DEFINITION OF FILM

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For the purposes of this policy, 'film' can be any of non-static visual media content includes but are not limited to:

- The recording, reproducing, or broadcasting of moving visual images made digitally or on videotape. Film is a visual multimedia source that combines a sequence of images to form a moving picture. The videos usually have audio components that correspond with the pictures being shown on the screen. A transmission signal is made to a screen and processes the order in which the screen captures should be shown.

3.2 DEFINITION OF "PROMOTION"

For the purposes of this policy, 'promotions' can be produced in both digital and printed form and include but are not limited to:

- All avenues of social media including Facebook, Instagram, Twitter, Youtube, Google + and Snapchat
- All social media pages held or run by the Guild or Guild affiliated clubs, faculty societies and departments
- All promotional T-shirts, clothing and products created by the Guild or Guild affiliated clubs, faculty societies and departments
- All submissions and advertisements in Guild publications including in Guild Weekly, Pelican, Damsel, Postscript, Prosh, Lighthouse and Annual Reports.
- All submissions and advertisements featured in Guild connected websites including those included on the Cafes on Campus, Clubs and Events, main Guild, Elections, Volunteering, Catering and Venue Hire, Text Exchange and MyGuild sites
- All events and event descriptions detailed in the Events Calendar or in main events section on the Guild Events website
- All jobs and job descriptions details on www.guildvolunteering.com
- All posters, printed material, and/or digital material distributed and/or displayed in the Guild Village area, including tickets for events and Christmas cards.



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3.3 DEFINITION OF “DISPLAYED”

For the purposes of this policy, ‘displayed’ can refer to promotions and publications (in both the digital and printed form) including but not limited to those which:

- Feature visible or readable text, imagery, artwork, symbols or a combination of all four
- Can be seen by more than just the content’s creator

3.4 DEFINITION OF ‘PUBLIC EVENTS’

For the purposes of this policy, ‘public events’ refer to any events where the event is created and open to the public, including but not limited to: Festivals, exhibitions, fairs, cause-related, fundraising and leisure activities

3.5 DEFINITION OF ‘A CLOSE UP PHOTOGRAPH’

For the purpose of this policy, ‘a close up photograph’, refers to a photograph taken at close range or with a long focal-length lens, including but not limited to:

- Where an image is filled by the entire frame of a person’s face , or;
- A presentation of a person or part of a person such that the person could potentially be identified

4.0 Photography Procedure

4.1 Taking Images

a) At staged shoots: Everyone photographed as part of a UWA Student Guild organised photo shoot is required to sign a talent release form, including staff and student representatives.

b) Of children: If there are children or teenagers (under 18) photographed, then a talent release form needs to be signed by their parent or guardian.

c) At events: If photos are being taken at a public event, such as Open Day, no talent release forms are required as there is an understanding that if you attend a public event, you may be photographed.

However, if attendees are asked to “pose” for a shoot or the photographer take a close-up photograph, the Guild requires everyone photographed to:

a) have a talent release form signed as you can easily identify the people in the image, and

b) be informed what the images could be used for.

The following spiel can be used to assist with this:

‘Hi I’m from the Guild, we’re going to be snapping some images of today’s event do you mind if I take a picture of you? It might be shared on our social pages or used for



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our promotional and marketing purposes.’ **if they say yes ** ‘Great, thanks! Let’s get started.’

All posters and social media events must have the following statement included on them:

Please note – We will be snapping images at this event, and it might be shared on our social pages or used for our promotional and marketing purposes. If you have any objections to this please contact the Student Guild Services and let us know.

Individual Release Form: [Guild Talent Release Form v1.doc](#)

Group Release Form: [GROUP TALENT Photography RELEASE FORM \(002\).PDF](#)

5.0 Film Procedure

5.1 Taking Video

a) At staged shoots: Everyone filmed as part of a UWA Student Guild organised photo shoot is required to sign a talent release form, including staff and student representatives.

b) Of children: If there are children or teenagers (under 18) filmed, then a talent release form needs to be signed by their parent or guardian.

c) At events: If videos are being taken at a public event, such as Open Day, no talent release forms are required as there is an understanding that if you attend a public event, you may be captured on film.

However, if attendees are asked to “pose” for a shoot or the filmer take a close-up sequence of the attendee, the Guild requires everyone filmed to:

a) have a talent release form signed as you can easily identify the people in the video, and

b) be informed what the film could be used for.

The following spiel can be used to assist with this:

‘Hi I’m from the Guild, we’re going to be capturing some video of today’s event do you mind if I take a picture of you? It might be shared on our social pages or used for our promotional and marketing purposes.’ **if they say yes ** ‘Great, thanks! Let’s get started.’

All posters and social media events must have the following statement included on them:

Please note – We will be capturing some video footage at this event, and it might be shared on our social pages or used for our promotional and marketing purposes. If you have any objections to this please contact the Student Guild Services and let us know.

Individual Release Form: [Guild Talent Release Form v1.doc](#)

Group Release Form: [GROUP TALENT Photography RELEASE FORM \(002\).PDF](#)

5.2 Filming of Guild Ordinary and Special General Meetings

All Ordinary and Special meetings of the Guild must be video and adhere to the following:



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- The entirety of the meeting to be captured on video;
- The film is to be saved as set out in 6.0;
- The video is to be published on the relevant Guild Channels of digital media content within 10 university days;
- Any and all published videos must be closed captioned; and

All video filmed will be reviewed by the Associate Director of Student Services to check that all content is in adherence with the guidelines set out in this policy.

6.0 Saving Digital Media Content

All digital media content is to be saved to the Guild's divisional shared drive and placed in a new file within 5 days of the shoot (or as soon as possible). No digital media can be stored on staff's personal devices. The photo and video release forms which correlate to the shoot should also be saved into the folder in a new file marked 'Legal'.

7.0 Displaying Images via the Guild

7.1 When approval is not required

All digital media content that has followed the process outlined above in sections 4 and 5 can be used in all Guild promotions and publications relating to the event or initiative in question (for example, an ODAY image in an ODAY brochure or ODAY social media album) without approval from the Engagement Manager or Human Resources Director as this is considered to be using the digital media content as intended.

7.2 When approval is required

Any digital media content from organised photoshoots or posed content which are to be used to promote initiatives outside of their intended fashion (for example, an ODAY image for a Christmas card, or a smiling student picture for an Annual Report) then the correlating release form will have to be confirmed to be on file and completed in their entirety before being approved for publication by the Engagement Manager and the Human Resources Director.

8.0 Sharing digital media content with affiliated organisations

If permission is granted by the subjects in the photo or video (via the talent release form) the Guild may supply copies of the content to an affiliated organisation. When sharing this the Guild must also send the recipient of the digital media content a 'Permission to Use Photos Supplied by UWA Student Guild Disclaimer Form' or a 'Permission to Use Video Supplied by UWA Student Guild Disclaimer Form', as available on request from the Engagement Department.



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A record of this correspondence must be kept by the sender in their files, whether it be an email sent to the recipient advising them of the form, or the date the mailing of the form took place. The recipient is not required to sign the form.

9.0 Digital Media Content

The people and actions featured in Guild digital media content must not be illegal (at State Government or national level), be in breach of the University By-laws or Charter of Rights or outside of the Guild's Rules or Regulations. For example, any digital media created by the Guild **cannot** feature:

- smoking on UWA property
- underage drinking
- violence
- abuse
- alcohol brands (unidentifiable drinks can be featured)
- the unauthorised destruction of property

10.0 Complaints Procedure

Despite the approval process outlined 4.1, it is possible a member of the university community or broader community may take offence at their image appearing on a publication or promotional material, photo or video. In the event that someone would like their image removed from either the publication or promotional material the process is as follows:

- In the case of publications (both digital or print), lodge a copy of the publication with the Guild Student Centre or in the case of posters advise the Guild Student Centre of the poster details.
- The publication will be removed whilst a decision is made about the publication imagery by at least the following three people:
 - a) Guild President
 - b) Associate Director – Student Services
 - c) The original person who authorized the use of the photograph
- A decision will be made by this group whether approval from the person/s whom the digital media is of was obtained or not for the imagery to be used in publications or promotional material. If it is found that approval was not granted and the image or video was still used a written apology will be provided to the complainant and the digital media content will be removed from the Guild Divisional Share Drive.
- Where permission was granted but the complainant requests it be taken down, the group must consider:
 - The reason why the complainant has asked for the removal of the digital media content;
 - Any detriment the publication of the image or video may have to the complainant;
 - Any costs associated with the removal of the image or video; and



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- Any other relevant considerations.

Despite the definition of photography and video content outlined in 8.0 if the content of any digital media is found to be in breach of these guidelines and in the event that this is reported the process is as follows:

- In the case of the digital media content being sighted, the image is to be reported to the Guild Student Centre with the date and location of the digital media content taking place or the location of it on the Guild Divisional Share Drive.
- If the digital media content currently being created, the Associate Director – Student Services will be contacted immediately where they will address the photographer or videographer who will be informed to cease taking creating the content immediately. They will then be informed they are to delete all digital media content that breaches the content outlined in 8.0 of this policy.
- If the digital media content is located on the Guild Divisional Share Drive this will be removed whilst a decision about the content is made by at least the following three people:
 - a) Guild President
 - b) Associate Director – Student Services
 - c) The original person who took the image
- A decision will be made by this group whether the digital media content in question breaches the section 8 of this policy. If it is found that it is in breach of the Digital Media Content Guidelines the image or video will be removed from the Guild Divisional Share Drive.
- Where a breach of the section 8.0 of this policy is substantiated the Guild President and Associate Director – Student Services may decide to:
 - Remind the photographer or videographer of this policy;
 - Formally warn the photographer or videographer; or,
 - Terminate their services or ban the photographer or videographer from future Guild digital media contracts.