



Communications and Media Policy

1. Introduction

Cradle to Coast Tasting Trail is a forward-thinking organisation that understands its need to communicate with stakeholders and embrace all forms of media as part of its overall marketing and communications strategy. However, without clear guidelines there is a risk of false or misleading information being placed in the public domain, and harm being done to the reputation of the Cradle to Coast Tasting Trail brand.

The aim of these guidelines is to address the organisation's intentions with regard to dealing with external communications and media (including social and digital media) and provide guidance for Cradle to Coast Tasting Trail members, and others representing the organisation in media activities.

2. Application

These guidelines apply to all communication with external stakeholders, individuals and organisations including traditional media tools such as television, newspapers, magazines, as well as social and digital media platforms and tools whether they exist now or are created in the future. These include (but are not limited to); social networks (eg Facebook, Twitter, LinkedIn, Google +, My Space); multi-media or user generated sites (eg You Tube, Tumblr, Pinterest); websites; blogs and wikis.

3 Communication and Media Guidelines

- 3.1. Only individuals/organisations authorised by the Cradle to Coast Tasting Trail Committee (or appointed Sub-Committee) may speak on behalf of the Tasting Trail to media of any form.
- 3.2. All media communication must be managed through the Chair or person appointed by the Committee, and formal statements, responses or comment from the Cradle to Coast Tasting Trail must go out on formal letterhead. #

- 3.3. All advertising and promotional activity for the Cradle to Coast Tasting Trail must be endorsed and approved by the Committee (or appointed Sub-Committee), including free of charge or paid advertising.
- 3.4. All communication with government departments (local, regional, state and federal) and their representatives must be managed through the Chair or person appointed by the Committee, and formal statements, responses or comment from the Cradle to Coast Tasting Trail must go out on formal letterhead.

4. Social Media Guidelines

In addition to the guidelines applying to Communications and Media, the following relates specifically to social and digital media activity and should be read in conjunction with the above.

Social media is used by the Cradle to Coast Tasting Trail for marketing and promotional purposes as part of an over-arching marketing strategy designed to attract more tourists to the Cradle Coast region and increase visitation to local food and beverage providers. Cradle to Coast Tasting Trail social media sites should not be used for any other purpose.

- 4.1. Only individuals/organisations authorised by the Cradle to Coast Tasting Trail Committee (or appointed Sub-Committee) may undertake social and digital media activity on behalf of the organisation.
- 4.2. The Secretariat of the Cradle to Coast Tasting Trail Committee is responsible for checking social media platforms regularly, responding to inquiries and communicating feedback to the Committee (or appointed Sub-Committee).
- 4.3. Cradle to Coast Tasting Trail social media sites may be used to promote member activities including referrals to members' websites and premises but should not be used to promote non-member businesses or activities in other regions without the approval of the Cradle to Coast Tasting Trail Committee (or appointed Sub-Committee) unless there is a direct benefit to member business(es).
- 4.4. Content posted to social media should be direct, informative and brief, ensuring that it is accurate, factual, appropriately credited and checked for spelling and grammatical errors.
- 4.5. No information that is confidential or proprietary to the Cradle to Coast Tasting Trail or member businesses is to be disclosed via social or digital media.
- 4.6. Social and digital media communications will not make reference to customers, colleagues, suppliers or sub-contractors without their express prior approval.
- 4.7. If any member becomes aware of any negative comment made about the organisation, its brand, products or services on any social media they will not

respond directly, but will inform the Cradle to Coast Tasting Trail Committee (or appointed Sub-Committee) as soon as possible.

- 4.8. The following forms of social media communications are prohibited and should not be initiated or engaged in under any circumstances – any social media posts that may be considered discriminatory or harassing, spam or junk type postings, profanity or pornography.
- 4.9. False or fake personas will not be used. Those using social media will not pretend to be impartial individuals in order to promote the organisation, its brand, products or services.
- 4.10. Dependant on the nature of the activity and at the discretion of the Committee, any person (or business) determined to be in breach of these Guidelines may be held liable for any negative outcomes and may face expulsion from the organisation.

These guidelines apply to all committee members, members and persons associated with the Cradle to Coast Tasting Trail.

As social media is a fast-developing means of communication, any suggestions that may help the organisation address and respond to new issues or improve on these guidelines are welcomed.

These guidelines will be regularly reviewed by the Committee (or appointed Sub Committee) to ensure their continued effectiveness and relevance.

Effective Date: 24th October 2013

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- 1) Make CCA the contact to authorize all media communications (all contacts would need to be able to decide on the run) or
- 2) Authorization can be obtained if 3 committee members approve (by phone/ confirmation by email).