



## Barossa Broadcasting Board Incorporated Instagram Policy

### Preamble

This policy describes the appropriate use of posting on the BBBfm 89.1 Instagram account page expected from all volunteers. The purpose of the Instagram Policy is to clearly define the way the BBBfm 89.1 Instagram page may be used by presenters particularly, to promote programs and interact on line with listeners. The policy sets out the rules and limitations for use. The aim of Instagram use is to promote diversity and encourage community participation in BBBfm 89.1. The content on Instagram is to be kept fresh, light and informative about general music and news, both local and overseas.

This policy should be viewed as complementary to the policy relating to the BBBfm 89.1 Facebook page.

### Presenters

All presenters who have completed induction are to be offered access to the BBBfm 89.1 Instagram page to post and schedule information relevant only to and relating entirely to their own allocated on-air program.

Presenters are encouraged to interact on the BBBfm 89.1 Instagram page while on-air and respond respectfully to questions raised, or comments posted, by BBBfm 89.1 listeners.

The BBBfm 89.1 Program Committee reserves the right to make alterations or delete any material that is deemed offensive or not relative to BBBfm 89.1 culture and status; or in breach of the ACMA Broadcast Codes of Practice – Code 3:

We will not broadcast or post material that is likely to stereotype, incite, vilify, or perpetuate hatred against, or attempt to demean any person or group, on the basis of ethnicity, nationality, race, language, gender, sexuality, religion, age, physical or mental ability, occupation, cultural belief or political affiliation. The requirement is not intended to prevent the broadcast of material which is factual, or the expression of genuinely held opinion in a news or current affairs program or in the legitimate context of a humorous, satirical or dramatic work.

### Instagram Policy Procedures

1. Daily Scheduled Program posts will appear on the BBBfm 89.1 Instagram page at the beginning of every broadcasting day.
2. Presenters are to only promote the official BBBfm 89.1 Instagram page whilst “on air”, i.e. promotion of personal Instagram pages while on air is not permitted.
3. When commenting on someone else’s BBBfm 89.1 program, presenters are to use their own personal name.

4. When a presenter resigns from BBBfm 89.1 they automatically lose their ability to post on the BBBfm Instagram page.
5. All personal images placed on the BBBfm 89.1 Instagram page must have prior approval of the person photographed at the time. Explicit material may not be published as per the Codes of Practice.
6. Presenters who are aware in advance the opportunity to conduct an on-air interview (live in the studio, pre-recorded or by telephone) are highly encouraged to post a notification on the BBBfm 89.1 Instagram page or notify the Program Scheduler to post a notification of the interview prior to commencement of the program.
7. As part of the station’s licensing documentation, all presenters are required to register the date, name of guest interviewed, and the content covered, in the Interview Log located on reception desk computer. This is an important way for the station to demonstrate engagement with the listening community, which is a key component for the license renewal application with ACMA.
8. All approved Administrators and Editors of the BBBfm 89.1 Instagram page shall not publish material which may stereotype, vilify or perpetuate hatred against, or attempt to demean any person or group on the basis of ethnicity, nationality, race, chosen language, gender, sexual preference, religion, age, physical or mental ability, occupation, cultural belief or political affiliation (Code 3).

### **Sponsors, Community Events and Charitable Organisations**

- Not-for-Profit and Community Events will appear on the BBBfm 89.1 Instagram page if and when deemed relative and at the discretion of the Program Committee.
- Charity Organisations will appear on the BBBfm 89.1 Instagram page if and when deemed relative and at the discretion of the Program Committee.

### **The Program Committee**

In line with the BBBfm 89.1 Facebook Policy, acquiring Instagram Editor “status” has to be approved by the Program Committee.

The Program Committee reserves ***the right to delete*** any material posted to the BBBfm 89.1 Instagram page that is not in accordance with this policy and/or the ACMA Codes of Practice.

The Program Committee Coordinator is the current BBBfm 89.1 Instagram Administrator

**I confirm that I have read, understood and agree to the BBBfm 89.1 Instagram Policy**

**Presenters Name:**

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**Signature**

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**Date**

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