

Maccabi Australia Media Policy

All Participants, as defined in the Maccabi Member Protection Policies (MPP) Handbook, are expected to adhere to the Maccabi Australia Media Policy. This Policy is to be read in conjunction with the MPP.

Maccabi Australia Inc's (MAI) primary spokesperson is the President. The Executive Director (ED) or the Strategy & Policy Director may respond, in the event that the President is unavailable to speak with the media in the timeframe required, or if they are deemed the appropriate person to make comment.

The Head of Delegation of an International Games Team or his/her nominee may be granted authority to speak on behalf of his/her Team.

No other staff or Board members are authorised to comment to the media on the organisation's behalf.

MAI assumes no legal liability for any comments made in public (including in interviews or posted on a social media site) by any individual, whether or not in a position of authority, but who has not been formally authorised to speak on behalf of the organisation.

Social Media

In addition to the Social Networking and Website Policy included in the MPP, Participants are reminded of the following:

There is no privacy on social media – anyone can read comments made on Maccabi Australia's Facebook page or other outlets such as Twitter and Instagram and even on a personal account. Even if a comment or photo is removed, the impact of it can remain. All Maccabi Participants including members of an international team or participants at a Maccabi event should also assume that everything they write can be traced back to them.

All Maccabi participants, including parents of Members must remain mindful that:

- 1) Comments or pictures or videos posted publicly on social media pages, like Maccabi Australia's Facebook page, or one's personal Facebook/Instagram/Twitter/other social accounts, are equivalent to making a statement to the media.
 - a. In giving any statement, participants are bound not to disparage or criticise other team members, the Team, MAI or their sport's performances.
- 2) It is important to recognise that not all material is appropriate to share:
 - a. Encouraging, supporting and congratulating other peoples' or teams' performances is promoted and Maccabi Australia is aware of the role social media can play in creating atmosphere and hype about performance and team spirit.
 - b. Comments or pictures or videos must not contain, or link to defamatory or harassing content; must not use offensive, provocative or hateful language; must not post provocative or sexual images; must not bring the organisation into disrepute.

Schedule 1: Internal Process for Response

In the event of the media approaching any part of the Maccabi organisation, the following steps are to be followed:

1. Any staff or Board member who initially receives a call from a journalist should not put the journalist straight through to the spokesperson. Rather, stating that the Maccabi Australia President, is the only person authorised to speak with the media and that a returned call can be arranged, taking note of the contact details, the purpose of the call and any particular time frame or deadline in play.
2. This information must be provided to the President and the ED.
3. Once the spokesperson feels appropriately prepared, he/she will contact the journalist and conduct the interview. This should aim to occur within a couple hours of the journalist's initial call.

The following should be used as a guide to the process that should be implemented subject to the level of urgency associated with the delivery of the message.

Level of Priority	Timing of Need	Actions	Responsibility
High	Same day	<ul style="list-style-type: none"> • Phone President • Convene the Executive or as many as possible via teleconference including the board Member requesting action if not on the Executive • Determine actions – including drafting and sign off. • Distribute to agreed to audience 	<ul style="list-style-type: none"> • EA – Board members should filter request through EA • EA to draft • JS/BS to sign off • EA to distribute
Medium	Next Day	<ul style="list-style-type: none"> • Convene the executive or as many as possible via teleconference • Determine actions – including drafting and sign off. • Distribute to agreed to audience 	<ul style="list-style-type: none"> • EA – Board members should filter request through EA • EA to draft • JS/BS to sign off • EA to distribute
Low	A few days away/next week	<ul style="list-style-type: none"> • EA to confirm with BS/JS of course of action • EA to draft • Distribute to executive for feedback • EA review feedback and submit final draft to BS/JS for sign off and approval • Distribute to agreed to audience 	<ul style="list-style-type: none"> • EA to facilitate

Note: the following individuals are identified by their initials above – EA - Ellana Aarons, Executive Director Maccabi Australia, JS – Jeff Sher, Strategy & Policy Director MAI, BS – Barry Smorgon OAM, President MAI