Queen's Park Camera Club Social Media Policy & Guidelines

QPCC Social Media Accounts

<u>Public</u>

Anyone can see the information posted on these. They are all currently managed by Fiona Godsman.

X (was Twitter): @QPCC_Glasgow (319 followers)

Instagram: @qpcc_glasgow (58 followers to date)

Facebook page: https://www.facebook.com/queensparkcameraclub

<u>Private</u>

Only QPCC members can see and add content and have discussions.

Facebook group: Queen's Park Camera Club (QPCC), Glasgow (currently administered by Alan Taylor & Graham MacKinnon)

Flickr: QPCC – Projected Image Group (currently managed by Alan Taylor, Maureen Anderson and Alistair Sinclair

Purpose
- Provide a range of ways to raise awareness of the club and its activities in the local community, leading to increased membership and wider opportunities for community engagement/joint projects.
- Create additional platforms for members to promote and share their work.
- Provide an educational resource for local people interested in photography (enhancing charitable status)
- 'Thank you' for guest speakers to enhance their public profile.
- Enhance the sense of belonging for club members: provide private on-line spaces for discussions, and give them public content to share with their friends and networks.

What topics will be covered and what content will be shared in the QPCC public accounts?

We will highlight some of the great photos of our members, as well as writing posts that give a flavour of the range of activities that takes place in the club. For example:
- Top 3 images from QPCC PI and print competition
  - *we have statements on each platform that copyright is owned by the photographer and images shared will not be high resolution, but if you do not want your photos to be used, please email Fiona (fiona.godsman@gmail.com)*
- Posts about guest speakers

- *retrospective posts on QPCC public channels, with links to the speakers' website and social media*
- Club activities: e.g. tips from special interest groups; photos from summer competitions; descriptions of wanders; etc.
  - *content would be provided by the member in charge of the activities, and members would be asked before any of their images would be used.*

Notes on Image Requirements

If you are sending Fiona images to share on the public platforms, the JPG used for PI competitions is ideal. Facebook and Instagram automatically reduce the image quality. Facebook will display images of any dimension, but Instagram works best with square images so photos would be displayed in frames (example below).

Please include details of your own social media accounts if you have any and you want the details shared.

Links to your own website can be included on Facebook posts, but not in Instagram.

Any questions, concerns, suggestions?
Contact Fiona Godsman at fiona.godsman@gmail.com

Familiarisation

The committee is responsible for ensuring all members are aware of this policy.

Date Reviewed	Date authorised by Committee
14.11.23	13.12.23