



# Social Media

## 1. Applicability

This document is a policy of BURN Arts, Inc. (“**Association**”).

This document applies to all members of the Association (“**Members**”) and where reasonable, serves as a guide to individuals attending our events, including Modifyre, and individuals accessing our resources at any of our event venues, including East Brisbane Bowls Club and Hackerspace Brisbane (“**Participants**”).

## 2. Purpose

To provide guidance on the conduct and expectations for acceptable and ethical behaviour by any member of the Association, its Participants and the Community.

## 3. Overview

Social Media is one of the most important channels for Modifyre & BURN Arts Inc. to disseminate information. The reputation of the event and the team leading its organisation (that’s YOU!) can be built up with positive conversations and interactions, but just as quickly broken by a rogue or erroneous comment, image or other post. Ours is a radically collaborative environment; lively debate is not just inevitable, it is invited - Radical Self-Expression is at the core of our ethos. However, debate via digital media has the potential to become unproductive and even damaging. Text-based communication can be easily misconstrued, leading to upset or offence, especially on social media.

Social media includes websites and services that facilitate interaction and conversation between people online. This includes social networking sites (Facebook, Instagram, etc.), content on media sharing sites (Flickr, YouTube, etc.), blogs, microblogs (Twitter, etc.), web comment sections, forums, wikis, and social areas of a website.

## 4. Scope

This policy applies to all Modifyre organisers who:

- Hold an @modifyre.org or @burn-arts.org email address (including Department Leads, Team Leads and Management Committee Members)
- Have been assigned official team member status by a team lead (including 2/3ICs, project officers, team members, and Committee Members), or
- Are representing Modifyre or BURN Arts, Inc. in any official capacity - e.g. someone who is on a shift or has worked for Modifyre or BURN Arts and is claiming, or implying, they speak on behalf of the organisation.

It is up to the Administration and Team Leads to ensure all team members are aware of this policy and aware of their responsibilities as a Modifyre or BURN Arts, Inc. volunteer.

## 5. Procedures

### Where We Draw The Line:

As the presence of Modifyre has grown, it has become harder to maintain a clear distinction between official and unofficial communications when there are multiple 'groups', pages and community forums.. This can become problematic during the event planning process, especially when dealing with sensitive communications. This is why Modifyre crew, organisers and BURN Arts Management Committee Members are not allowed to comment on any operational discussions that arise on any social media platforms. The only exception to this, is to link someone to information on the Modifyre Website, an official Facebook Post, or provide them with someone to contact via a Modifyre or BURN Arts email address.

We also want to discourage the community from seeking answers to operational questions via unofficial channels, where information can be misrepresented and incorrect. It's important that we encourage all questions specific to Modifyre, to be asked via our official social media channels or to a Modifyre email, ideally [info@modifyre.org](mailto:info@modifyre.org).

### What's Official vs. Unofficial?

An official Modifyre channel is any page or group that has been set up by a Modifyre official organiser with the intention of distributing operational communications and is linked to the official Modifyre Facebook page.

These include;

- [Modifyre](#) (this is verified with a tick)
- The Modifyre yearly event page
- [Modifyre Rangers Official 2018](#)
- [The Heart - Modifyre Arts Space](#)
- [Modifyre Official Theme Camp Hub 2018](#)
- [Modifyre Official Arts Hub 2018](#)
- [Modifyre Earth Guardians official 2018](#)
- [Gate & Greeters at Modifyre](#)
- [Modifyre Medics: The Apothecary](#)
- [Modifyre DIC - Department of Infrastructure and Construction](#)
- [Modifyre 2018 Effigy Crew](#)

An unofficial Modifyre channel is any channel set up by a member of the community without the approval of the Modifyre Org.

These include;

- Burning Man Australia
- Aussie Burner Community
- Regional Pages (Burning Man Brisbane – Modifyre Community Page, etc.)
- Other Burner Organisation Pages (Burning Seed, Blazing Swan, Melburners etc.)

### **Posting and Responding to Official Comms:**

All new content should be posted on the Modifyre website, or through an official Modifyre channel using the Modifyre account. If you have content to post please work with the Social Media Lead to make this happen. Once content has been posted any responses should be handled by the official Modifyre account. If you wish to personally respond to someone please request that they email you at your Modifyre email address.

### **Responding to Unofficial Comms:**

Modifyre organisers are required to not engage in any operational discussions arising on unofficial channels. The only exception to this is to simply link to an official Modifyre communication to direct the conversation back towards official lines (email etc.). Organisers are under no obligation to do this, and we're encouraging the community to only seek answers to operational questions via official channels.

### **Personal vs. Professional:**

If you're not discussing operational matters, you're encouraged to be mindful of and responsible for how and what you say will reflect not only on you as an individual, but Modifyre as an organisation and a culture.

### **Who Are You Speaking For?**

If you're saying something from your own perspective or stating your personal opinion rather than speaking officially for Modifyre, it's never a bad idea to specifically state that. If you are known as a Modifyre Department Lead, Team Lead or 2iC, whatever you might think, the audience out there could perceive you as a 'spokesperson' for the organisation unless you specifically say you are not. Please note that even if you state you are not speaking for Modifyre you still cannot comment on operational discussions with your personal opinion, always link back to official channels.

### **Who Are You Speaking To?**

It's best to assume Modifyre's worst critics, biggest fans, your co-workers, and your mum are all likely have the ability to access what you write online, even if you're not directly "connected". Never underestimate the velocity with which information jumps across social networks, even 'private' ones.

Basic Personal Conduct: Use your common sense - your actions online should reflect Modifyre's values as covered by the Principles. Walk the talk with how you behave, as well as what you say.

## So What Can/Can't I Say?

As part of the Modifyre & BURN Arts organisation you're trusted to exercise common sense and good judgment in your communications as in other areas of your work. If ever you're not sure about something, check with the Administration or Communications Lead.

To help, here are some thoughts:

- DO Feed Positive Stories; telling and sharing positive stories is how Modifyre's values get shared. If you come across a positive post which supports Modifyre - the event, the organisation or its values - please like it and share it. Make a judgement call on whether it's a good platform for you to comment and amplify a message - in your own words. This includes sharing posts from the Modifyre Page to unofficial channels, it's OK to do but keep your personal commentary to a minimum.
- DON'T create new content in unofficial channels; any posts/announcements by Modifyre should be done by the Social Media Lead using an official Modifyre account on an official channel, individuals can then share that to unofficial channels as per the above point.
- Confidential Information; NEVER disseminate proprietary or confidential Modifyre information. If you're not sure it's confidential, err on the side of caution, and check with your Administration or Communications Lead.
- Personal Privacy; It's common courtesy before mentioning crew or other individuals involved with Modifyre or a Modifyre project, to check in with them to make sure they're OK with being mentioned by name in association with Modifyre or BURN Arts, Inc..
- DO NOT FEED THE TROLLS; avoid engaging trolls (people who bait you with inflammatory statements to get a reaction), or participating in a flame war. Even if you "win" you lose. We've all seen it happen where the trolls get momentum, generating negative comments and statements about Modifyre or about issues that are related to Modifyre. Sometimes the best response is just to let them die out on their own.
- If you're worried about significant misinformation being spread, you can reply to a comment by referring to official information on the Modifyre website or Facebook Page. If something more specific needs to be stated officially so that it can be referred to (eg. a consent policy, ranger policy), contact the Administration or Comms Lead ASAP.
- Don't Be \*&\$%# Offensive; if you use inflammatory language or post inflammatory content, you'll be perceived as offensive or inflammatory, and the rest of Modifyre will be too. Once posted, social web content can stay in play and affect perceptions for a very long time. Think before you hit "Send".

If you have any questions, concerns or ideas please contact the Modifyre Communications Team:  
[comms@modifyre.org](mailto:comms@modifyre.org)

## Consequences

If a Modifyre organiser is seen to be in violation of this policy three times, the BURN Arts Management Committee will review their position and may elect to remove them. If an incident is considered serious enough, the Administration or Communications Lead may vote that the Management Committee review their position without further violations and may elect to remove them.

## 6. Commodification

### Modifyre

Modifyre strives to be a Decommodified event. Tagging, thanking or acknowledging commercial entities, especially in relation to the exchange of goods or services, can be considered Commodification and should not take place via Modifyre official channels.

Publicly thanking an individual for their time, effort or donated goods is not typically viewed as Commodification, provided a commercial entity is not mentioned or pictured.

### Other BURN Arts Projects

BURN Arts draws the distinction between Modifyre and other Burn Arts Projects and Events when it comes to Decommodification.

Tagging, thanking or acknowledging BURN Arts partners or collaborators, such as Hackerspace Brisbane, Backbone Youth Arts and other burner groups is not typically considered Commodification.

Tagging, thanking or acknowledging a non-commercial or non-profit entity when spreading good news about the achievements of BURN Arts Members or Participants, for example in external artistic projects, is also not typically considered Commodification, provided the phrasing is centred around the Member or Participant.

Please refer to policy BA-P008 - Decommodification for more information.

## 7. Related documents

- BA-P008 - Decommodification

## 8. Contact

For further information, please contact:

Chair

BURN Arts, Inc.

Email: [chair@burn-arts.org](mailto:chair@burn-arts.org)

## 9. Version control

Version	Date	Comments
V2.00	16 January 2019	Version 2