

1. Purpose

- 1.1. The Equal Justice Project (EJP) Media Policy outlines the values and principles that guide the creation and sharing of media content on EJP's social media platforms, and EJP's communication with external parties through those platforms. EJP's social media presence includes the EJP website, Facebook page and Instagram account, as well as any additional social media platforms that may be used in furtherance of EJP's purpose in the future.

2. Scope

- 2.1. The Communications Team Managers, under the supervision of the Student Directors, are primarily responsible for the social media and social media strategy for EJP, however this Policy applies to all EJP Executive members. It is the responsibility of the Executive to read and follow the EJP Media Policy.

3. Values

- 3.1. This Media Policy has been developed in accordance with EJP's values, as contained in the EJP Mission Statement: "The Equal Justice Project (EJP) is a non-partisan pro bono initiative that applies law students' legal training and knowledge to promote social equality, inclusivity, and access to justice in our local and wider community".

4. Posting criteria

- 4.1. In accordance with the EJP Mission Statement, EJP aims to publish content on social media that meets the following criteria:
 - **Non-partisan: Our content may have a political focus or leaning, however we will not create or share content that aligns EJP with, or could be perceived to align EJP with, any domestic or international political party.**
 - **Legal focus: We will create and share content with a legal focus.**
 - **EJP Values: We will create and share content that is relevant to, and promotes:**
 - **Social equality**
 - **Inclusivity**
 - **Access to justice**
 - **Community based: We will create and share content that appeals to, and is accessible to, a wide audience.**

4.2. The following content is encouraged:

- Original content created by EJP Communications Team members
- Promotion of EJP-run events eg symposia and fundraisers
- EJP volunteering highlights (eg photos and reports of events)
- Reposts / shared content from EJP's community partners where the post content meets the posting criteria above.
- Reposts/ shared content from reputable news sources and organisations, where the post content meets the criteria above.

4.3. The following content is discouraged:

- Content that aligns EJP with, or could be perceived to align EJP with, any domestic or international political party.
- Content that contains unnecessarily inflammatory, offensive, defamatory or derogatory language.
- Content that is not supported by proper research or factual backing.
- Content that is not accessible to a person without legal training or knowledge.
- Content that does not meet the posting criteria above.
- Content that is otherwise not aligned with EJP's values or image.

4.4. Notwithstanding the above, content that does not meet the posting criteria may still be posted or shared with the prior approval of the Student Directors, having given due consideration to the values and image of EJP.

5. Photos and privacy

5.1. When posting photos of volunteers or EJP supporters and partners, EJP will seek their permission before posting photos of them online.

6. Copyright

6.1. When sharing or reposting non-original content (including images) from an external source, EJP will always credit the original source.

7. Sharing EJP Content

7.1. EJP welcomes the sharing of its original content by other organisations and individuals, however EJP expects that those organisations and individuals will credit EJP, and, where applicable, the volunteer who created the content, when doing so.

7.2. EJP's original content may not be used for any commercial use.

8. Interacting with external parties on social media and via email

- 8.1. The Communications Team Managers, under the supervision of the Student Directors, are responsible for responding to comments and messages from members of the community on the EJP Facebook page.
- 8.2. The Executive are responsible for responding to comments and messages from members of the community through the EJP email addresses, which are publicly available on the EJP website.
- 8.3. The Executive will only respond to comments and messages directed toward EJP on social media through official EJP channels (such as the EJP Facebook account or their EJP email addresses). Executive members will not respond personally to comments.
- 8.4. EJP will attempt to respond to comments and questions it receives on social media or via email within 3 working days.
- 8.5. Negative comments
 - EJP will not discourage its social media followers from taking controversial positions or expressing vigorously what may be unpopular views, but will reserve the right to take action if posts are reasonably construed as abusive, destructive, harmful, or threatening to the safety of others.
 - If EJP receives a negative, but constructive comment or message, then EJP will respond by thanking that person for their feedback and, where appropriate, directing the individual to the EJP website or other resources for information.
 - If EJP receives a negative comment that contains misinformation, then EJP will respond by respectfully correcting the individual, and, where appropriate, directing the individual to the EJP website or other resources for information.
 - If EJP receives a negative comment that is harmful or damaging to EJP's image, then the Communications Team Managers and Student Directors may jointly decide whether to remove the comment.
 - If EJP receives a negative comment that includes vulgarity or purposely inflammatory language, then EJP may remove the comment and inform the individual making the comment that their comment was removed because it breached the EJP Media Policy.
 - EJP may stop responding to an individual if they are likely to keep posting objectionable comments if EJP continues to respond to them.
- 8.6. Positive comments and questions
 - If EJP receives a positive comment it will respond with a reply thanking that individual for their comment, and will pass the comment on to any relevant individuals within the organisation.
 - If EJP receives a question, EJP will either respond to the question, or refer the individual to the EJP member or external organisation best placed to assist that individual with their query.
- 8.7. Requests for legal advice
 - If EJP receives a request for legal assistance or advice from an unrepresented litigant, EJP will politely decline to assist that individual.

- EJP will state that EJP members are law students, not qualified lawyers, and as such can only provide assistance to licensed practitioners, not clients directly. EJP will encourage the individual to contact EJP again should they employ a practitioner, and/or direct the individual to the following services if appropriate:
 - Legal Aid
 - The Courts' Duty Lawyers
 - Community Law Centres
 - Citizens' Advice Bureaus
 - Youth Law