

National MUNA 2021 Social Media Plan

Introduction

1. This Plan provides an overview of the National Model United Nations Assembly (MUNA) social media framework and guidelines. Social media will be used to promote and support the MUNA event in conjunction with other PR activities.

Social Media Mechanisms for MUNA

2. The following social media options are expected to be officially utilised in the lead-up to, during and for a short period after the National MUNA event, to be held over 13-15 August 2021.

- a. The D9705 National MUNA Facebook page - <https://www.facebook.com/D9705NationalMuna/>;
 - b. The Rotary Club of Canberra Sunrise Facebook page - <https://www.facebook.com/rotaryclubofcanberrasunrise/>;
 - c. The 2021 event will be a virtual event, conducted over Zoom. Zoom links will be provided to authorised participants.
 - d. The Zoom chat function will be utilised for teams to communicate with the Secretary General (or assistant).
 - e. Teams will be able to communicate with the Secretary General via Facebook chat.
 - f. Zoom Chat rooms will be established for scheduled bloc meetings.
3. This list may be amended by decision of the Rotary Club of Canberra Sunrise Board.
4. Live streaming of parts of the MUNA activities and debates is planned and will be available on the MUNA Facebook page as listed above. YouTube may be employed for live streaming in the event of problems with Facebook during the event. Participants will be advised when live streaming is taking place.

MUNA Goals of Use of Social Media

5. The goals for the effective use of social media associated with the National MUNA event are to:
- a. promote Rotary and the MUNA concept and events,
 - b. provide mechanisms for development of bloc relationships and strategies across teams,
 - c. provide an option for Rotary and student friends and families who are unable to attend the event to follow what is happening,
 - d. provide materials to support future years participants in their preparations, and
 - e. help the event to be fun.

Zoom Arrangements

6. The Secretary Generals, adjudicators and key support team members will operate from two theatres at the Australian National University. The Secretary General will control proceedings while the MUNA is in session.

7. Team members should be collocated in the one room in their home locality. Teams should ideally use the Zoom application (not the web service) on a laptop, PC or tablet. Use of Zoom on mobile phones should be avoided wherever possible to give the best possible experience.

8. Separate Zoom breakout rooms will be established to allow countries within the same bloc to plan and communicate during prescribed bloc meetings. This will help strategies to be developed for the debate.

MUNA Social Media Policy

9. The Rotary Club of Canberra Sunrise seeks to encourage information and link-sharing amongst those directly involved in the National MUNA event. It is a priority that social media posts should be in keeping with the image that Rotary and specifically the Rotary Club of Canberra Sunrise wishes to present to the public, and posts made through its social media channels should not damage the organisation's reputation in any way.

10. Parents/guardians sign an authority for the Rotary Club of Canberra Sunrise to use photographs and videos of the participants in social media, and acknowledging participants use of MUNA supported social media.

11. Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

12. The Rotary Club of Canberra Sunrise will:

- a. nominate one or more Social Media Managers with responsibility for oversight and management of the Social Media Policy. For 2021 these people are Rotarians Garth Britton and Peter Hill and others who may be nominated from time to time; and
- b. monitor and where appropriate, moderate social media channels associated with MUNA, including the removal of inappropriate content and counselling of those involved in actions contrary to this policy.

13. Users of the MUNA social media channels are to work within the following framework:

- a. MUNA social media users will comply with the following guidelines when using MUNA social media channels – all posts will:
 - i. focus on the MUNA event,
 - ii. provide a positive outlook,
 - iii. be fair and respectful to all,
 - iv. not use any false, defamatory, inflammatory, rude or offending material,
 - v. not use photographs without explicit approval of the parent/guardian of those in the photograph (refer to the Social Media Managers if unsure),
 - vi. not use the full name of any individual, instead referring to those participating by their first name and country represented (eg Peter (Sweden)).

14. The Zoom chat function between teams and the Secretary General is to be used only for teams to communicate key matters to the Secretary General, including a desire to speak for or against a resolution, to raise a point of order, or to ask a question relating to the conduct of the debate. It is not to be used for inter-team chats.

15. If anyone wishes to raise a concern regarding any post's compliance with the above guidelines, they should contact the MUNA Social Media Managers on email munaregistrar@gmail.com.