



## Social Media Policy 2016

### **The Definition**

Social media is an interactive online media that allows users to communicate instantly with each other or to share data in a public forum. It includes social and business networking websites such as Facebook, Pinterest, Tumblr, Twitter and LinkedIn. Social media also covers video and image sharing websites such as YouTube and Flickr, as well as blogs. This is a constantly changing area with new websites being launched on a regular basis, and therefore this list is not exhaustive.

### **Official Accounts**

For everyone posting on our behalf on any platform, the following rules must at all times be followed –

- Use the same safeguards as you would with any other type of communication about the society that is in the public arena.
- Never post any potentially offensive or libellous material.
- Ensure that any communication has a purpose and a benefit for the society.
- Obtain permission from the Society Publicity Officer before embarking on a public campaign using social media.
- Request a friend, fellow member or Society Publicity Officer to check and approve content before it is published online, if necessary.
- Follow guidelines given by the society.

### **Members Accounts**

Please keep yourself safe online and follow common sense. Always remember that you are a representative of the society at all times. Please adhere to the following rules –

- Ensure that any personal views expressed are **clearly stated as yours** alone and not representative of the society's views.
- Do not bring the society into disrepute, for example by posting images or video clips that are inappropriate or links to inappropriate website content.

- Do not allow your interaction on social media websites or blogs to damage working relationships with or between members, audience members or suppliers of the society, for example by criticising or arguing with such persons.
- Do not post any personal details of anyone connected to the society without their express permission. • Avoid making any derogatory, offensive, adverse, discriminatory, untrue, negative, critical or defamatory comments about the society, other members, patrons, contractors or suppliers, or any comments which might reasonably be considered to insult, damage or impugn the society's or their reputation or character.
- Do not disclose any secrets or confidential, proprietary or sensitive information belonging to the society or members. This may include the nature or title of upcoming shows.
- Do not breach copyright or any other proprietary interest belonging to the society.
- Make all posts connected to the society or its shows both engaging and suitable for all audiences.

### **Social Media Monitoring**

We reserve the right to monitor use of social media on the internet. We may do this through randomised searches, specifically looking up profiles we suspect, or which are referred to, as breaking the rules. The purpose of such monitoring is to:

- Ensure compliance with our own policy
- Ensure the society is complying with our own policies and legal obligations
- Protect the interests and reputation of the society and its members

### **Contravention of this Policy**

Any member found to repeatedly or seriously breach our policy may be asked to leave the society.