

## Social Media Policy

### Purpose

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a volunteer organisation, Theatrical Incorporated (Theatrical) recognises the benefits of social media as an important tool of engagement and enrichment for its volunteers and the wider community. Theatrical welcomes comments, ideas, and insights from its community. Social media is now part of everyday life for a growing number of people and is evolving the way we communicate. It is an important tool that when used appropriately increases the visibility of Theatrical. It is important that Theatrical's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation. When someone clearly identifies their association with Theatrical, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with Theatrical's stated values and policies. This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by Theatrical members, cast or volunteers where the Theatrical member or cast member or volunteer makes no reference to Theatrical or related issues.

### Scope

This policy applies to Theatrical cast, crew, volunteers and any individual representing themselves or passing themselves off as being somehow associated with Theatrical. This policy covers all forms of social media. Social media includes, but is not limited to, such activities as:

- Maintaining a profile page on social, content sharing or business networking sites (including, without limitation, Instagram, Facebook, TikTok, YouTube, LinkedIn, Flickr, Shutterfly, Twitter, or MySpace);
- Commenting, sharing or otherwise publishing content on any such site;
- Commenting on blogs for personal or business reasons;
- Leaving products or service reviews on search engines, retailer sites, or stakeholder review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards); or
- Editing a Wikipedia page.

The intent of the policy is to include anything posted online where information is shared that might affect members, colleagues, stakeholders, sponsors or Theatrical as an organisation.

### Guiding Principles

1. The web is not anonymous, Theatrical cast members and volunteers should assume that everything they write can be traced back to them.
2. The boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think and say in their capacity as a volunteer for Theatrical, their club or association.

3. Honesty is always the best policy, especially online. It is important that Theatrical members think of the web as a permanent record of online actions and opinions.
4. When using the internet for professional or personal pursuits, all members must respect the Theatrical brand and follow guidelines in place to ensure Theatrical's intellectual property or its relationships with sponsors and stakeholders is not compromised or the organisation is brought into disrepute.
5. Protect your personal privacy and that of others by not including personal information about yourself or others in your posts.
6. Represent your own views and not impersonate or falsely represent any other person
7. Ensure you are not abusive and do not harass or threaten others
8. Do not make defamatory or libellous comments
9. Do not use offensive, insulting, provocative or hateful language
10. Do not use obscene or offensive language
11. Show courtesy and respect for others and their opinions at all times
12. Always use social media network forums to add value and promote community theatre in a positive way.

### **Usage**

For Theatrical cast members and volunteers using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- Must not comment on, or publish, information that is confidential or in any way sensitive to Theatrical, its affiliates, partners or sponsors; and
- Must not bring the organisation or community theatre into disrepute. Furthermore, Theatrical members, cast members and volunteers may not use the Theatrical brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of Theatrical.

### **Authorisation to represent Theatrical through social media**

You may only represent Theatrical through social media if you have been authorised in writing by the Executive Producer or their authorised delegate.

### **The Theatrical's cast and crew online usage guidelines**

If you are authorised to represent Theatrical through social media or if you intend to discuss issues linked to Theatrical we expect you to follow these guidelines.

1. Only those authorised in writing by the Theatrical's Executive Producer have permission to represent the organisation through social media. If you do not have authority then you must not imply that you are in any way authorised to speak on behalf of Theatrical.
2. If expressing your own views and opinions about Theatrical, or community theatre, please use a disclaimer. An example of a disclaimer is: "the views expressed in this post are mine only and do not necessarily reflect the views of Theatrical Inc."
3. Please be aware that it is very easy for Theatrical to track and identify the source of any comments in the social media environment. If you make comments that contravene these guidelines the issue will be escalated as required.
4. If you are unsure of answering a question directed at you, please do not answer, but instead respond with: 'That's a good question. Let me check and I'll get back to you as quickly as I can'. Please then contact the Theatrical Executive Producer or their authorised delegate to receive further guidance.

5. Please be aware that it is very difficult to take-back or remove any comments from the social media environment. Please be certain that your comments will not be damaging to any parties.
6. Please do not respond directly to any media enquiries you receive online. Please refer any media to the Executive Producer.
7. If you do make a mistake in the social media environment (i.e. accidentally posting inaccurate information) please notify the Theatrical Executive Producer as soon as possible; they will advise on the best course of action.
8. Please ensure you are not the first to make any Theatrical announcement unless you have received appropriate approval from the Theatrical Executive Producer. Do not include Theatrical trademarks or logos in your postings.

### **Branding and Intellectual Property (IP)**

It is important that any trademarks belonging to Theatrical or any show are not used in personal social media applications. Trademarks include (without limitation): Theatrical, show and sponsor logos.

### **Official Theatrical blogs, social pages and online forums**

When creating a new website, social networking page or forum for cast/crew member use, care should be taken to ensure the appropriate person at Theatrical has given written consent to create the page or forum. Similarly, appropriate permission must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child's parent and /or guardian. For official Theatrical blogs, social pages and online forums (including but not limited to "secret" and "closed" Facebook groups:

- Posts must not contain, nor link to, pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through 'pop up' content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the 'pop up' content cannot be controlled;
- Theatrical volunteers must not use Theatrical online pages to promote personal projects; and
- All material published or used must respect the copyright of third parties.

### **Considerations towards others when using social networking sites**

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Theatrical members, cast members and volunteers must recognise that it may not be appropriate to share photographs, videos and comments in this way. Under no circumstance should offensive comments be made about Theatrical members of cast online.

### **Breach of Policy**

Theatrical continually monitors online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to the Theatrical's Executive Producer.

If a Theatrical cast member or volunteer notices an inappropriate comment posted that defames or is abusive, contact the Theatrical Executive Producer immediately. The Theatrical Executive Producer or their delegate may hide and report inappropriate content posted to official Theatrical sites as soon as it is noticed or reported. They will also be

required to take a screen shot/copy of all inappropriate content prior to removing, as potential evidence.

If detected, a breach of this policy may result in disciplinary action from Theatrical. This may include being barred from using the page. A breach of this policy may also amount to breaches of other Theatrical policies.

This may involve a verbal or written warning or in a serious cases, termination of engagement with Theatrical. Theatrical members may be disciplined in accordance with Theatrical Constitution

**Consultation or Advice**

This policy has been developed to provide guidance for Theatrical cast members and volunteers in a new area of social interaction. Theatrical members, cast or volunteers who are unsure of their rights, liabilities or actions online and seek clarification, should contact Theatrical Publicity Officer.

**Review, Additions or Amendments**

This policy will be reviewed and evaluated as needed. In addition recommendations for changes can be submitted at any time to the Publicity Officer. If a change is consequently required, this will then be tabled for discussion at the next board meeting. All changes to policy require board approval and will be communicated with members, cast and volunteers and the revised policy will made available on Theatrical website.

This policy reviewed: 14 April 2021

Next review due: not later than 30 April 2024