



Market Drayton
Amateur Operatic & Dramatic Society
providing local live entertainment for over 50 years

SOCIAL MEDIA POLICY

A guide for Trustees and members on using social media to promote the work of *Market Drayton Amateur Operatic and Dramatic Society*.

This policy will be reviewed annually.

Date of last review: [Feb 2024]

Introduction

Social media is the term given to web-based tools and applications which enable users to create and share, and is essential to the success of communicating MDAODS's work. It is important for some members to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of MDAODS's work.

This policy is intended for all members and is to be read before engaging in society social media activity.

The Committee (Trustees) and our publicity officer are responsible for the day-to-day publishing, monitoring and management of our social media channels. No other members can post content on MDAODS's official channels without the permission of the aforementioned.

MDAODS uses the following social media channels:

Facebook, Twitter and Instagram and Tick Tok.

These social media accounts are for our members and audiences in order to share news with supporters, promote shows and encourage people to become involved in our work and society.

Guidelines

Using MDAODS' social media channels — appropriate conduct

MDAODS members are expected to behave appropriately online, and in ways that are consistent with MDAODS' values and policies.

1. The trustees and publicity officer are responsible for creating and managing MDAODS' social media channels. Only those authorised to do so will have access to these accounts.
2. There are no specific days/hours we check social media and respond to comments as this is a voluntary role, but we endeavour to reply as soon as possible.
3. We will ensure that all social media content has a purpose and a benefit for MDAODS, and accurately reflects MDAODS' values.
4. Those creating content must take care with its presentation making sure that there are no typos, misspellings or grammatical errors as well as checking the quality of images.
5. If members other than the trustees or the publicity officer wish to contribute content for social media, whether for non-paid or paid for advertising, they should seek permission before posting.
6. If using interviews, videos or photos that clearly identify a child or young person, members must ensure the consent of a parent or guardian has been given (usually upon membership of the society) before using them on social media.
7. Members should ensure that material posted is accurate and should take reasonable steps where necessary to seek verification.
8. Members should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.
9. Members should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of MDAODS. By having official social media accounts in place, the trustees can ensure consistency.
10. If a complaint is made on MDAODS' social media channels or an issue arises, members should seek advice from a trustee before responding. We will endeavour to act quickly.
11. Be aware that any information you make public could affect how people perceive MDAODS. You must make it clear when you are speaking for yourself and not on behalf of MDAODS. A disclaimer could be used such as: "The views expressed on this site are my own and do not necessarily represent MDAODS' positions, policies or opinions."
12. Those who are trustees or have specialist roles must take particular care as personal views published may be misunderstood as expressing MDAODS' view.
13. If a member is contacted by the press about social media posts that relate to MDAODS, they should talk to the Chair or publicity officer without responding directly.
14. MDAODS will not create any social content in relation to politics.
15. members must never use MDAODS' logo unless approved to do so – seek permission from a trustee.
16. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. When you are using social media sites at Adastra House, it is important that you do so safely.

17. We encourage members to share social media posts that we have issued to raise our profile. However, if the content is controversial or misrepresented, please highlight this to a trustee or the publicity officer, who will respond as appropriate.

Further guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Members should not bring MDAODS into disrepute by making defamatory comments about individuals or other organisations.

Copyright law

All members must abide by the laws governing the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that members make of a personal nature must not breach confidentiality. Information meant for internal use only will not be disclosed.

Discrimination and harassment

Members should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official MDAODS social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. For more information, refer to the guidance available on the social networking site itself. However, if a member considers someone to be at risk of harm, they should report this to the safeguarding officer or Chair immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites, such as being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, members should ensure the online relationship with MDAODS follows the same rules as the offline 'real-life' relationship. Please refer to our Safeguarding Policy.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Members should use social media on behalf of MDAODS with respect shown to others. For members, breaches of policy may incur disciplinary action, depending on the severity of the issue. Please refer to our Grievance policy for further information on disciplinary procedures. Members who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from a trustee.