



PERFORMERS THEATRE COMPANY

Social Media Policy 2024

Date of Policy: **16th December 2023**

Policy Responsibility: **Sam Gibbs (Principal)**

Updated or reviewed: **Annually**

At Performers Theatre Company, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends, and colleagues around the world. Social media plays a huge part in all that we do here at Performers. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all staff, parents/carers and young people who are directly involved with for Performers Theatre Company.

Guidelines

In the rapidly expanding world of electronic communication, *social media* can mean many things. *Social media* includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with Performers Theatre Company as well as any other form of electronic communication.

The same principles, values and guidelines found in Performers Theatre Company's policies apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that:

Staff

- a) adversely affects your job performance
- b) adversely affects the performance of fellow colleagues or otherwise;
- c) adversely affects parents/carers, external companies/people and young people

Parents/Carers

- a) negatively affects the reputation of Performers
- b) impacts the performance of Performers

may result in disciplinary action, unenrolment and/or legal action.

Legal action, through court proceedings, will be taken by any individual who makes malicious or defamatory comments about Performers Theatre Company that is false and not supported by evidence.

Be respectful

Always be fair and courteous to fellow colleagues, parents/carers, members, young people, external companies, or people who work on behalf of Performers. Also, keep in mind that you are more likely to resolve complaints by speaking directly with the Business Manager, Principal or FoPT than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage future clients, children, young people or external companies, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumours that you know to be false about Performers Theatre Company, fellow colleagues, parents/carers, members, young people, external companies or people working on behalf of Performers.

Post only appropriate and respectful content

- Maintain the confidentiality of Performers Theatre Company's private or confidential information. Do not post internal reports, policies, procedures, or other internal business-related confidential communications.
- Express only your personal opinions. Never represent yourself as a spokesperson for Performers Theatre Company. If Performers is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of Performers fellow colleagues, members, parents/carers, young people, external companies, or people working on behalf of Performers Theatre Company. If you do publish a blog or post online related to the work you do or subjects associated with Performers make it clear that you are not speaking on behalf of Performers. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Performers Theatre Company."

Retaliation is prohibited

Performers Theatre Company prohibits taking negative action against any colleague/parent/carer for reporting a possible deviation from this policy or for cooperating in an investigation. Any individual who retaliates against another for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action.

Media contacts

Associates should not speak to the media on Performers Theatre Company's behalf without contacting the Principal.