



## **Social Media Policy 2026**

Date of Policy: **27<sup>th</sup> March 2026**  
Policy Responsibility: **Sam Gibbs (Principal)**  
Updated or reviewed: **Annually**

PERFORMERS THEATRE COMPANY

This policy should be read alongside our Safeguarding Policy, GDPR Policy, and Photographs and Images Policy.

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.

The use of social media is closely linked to safeguarding. We recognise our responsibility to protect children and young people from harm, including risks associated with online communication and content. All online behaviour must reflect our commitment to safeguarding and will be managed in line with our Safeguarding Policy.

Children and young people must not be contacted directly by staff or representatives of Performers Theatre Company via personal social media accounts. Any concerns relating to inappropriate online behaviour should be reported in line with our Safeguarding Policy.

This policy applies to all staff, freelancers, students, parents/carers, and any individuals associated with Performers Theatre Company.

## GUIDELINES

Social media includes all forms of online communication, including social networking sites, messaging platforms, blogs, and forums. The same standards of behaviour expected within Performers Theatre Company apply to all online activity.

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

Any use of social media that negatively impacts the reputation, safety, or wellbeing of Performers Theatre Company or its members may result in disciplinary action, removal from Performers, or legal action.

Where appropriate, legal action may be taken in response to defamatory, malicious, or harmful content.

Individuals must not:

- Share images or information about children without permission
- Engage in inappropriate communication with children or young people
- Post content that could place a child at risk

## BE RESPECTFUL

Always be fair and courteous to fellow colleagues, parents/carers, students, 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 Principal, Business Manager or, where relevant, 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.

All online behaviour should reflect the values of Performers Theatre Company, including respect, professionalism, and inclusivity.

## 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."

Personal data must not be shared without appropriate consent and must be handled in line with our GDPR Policy.

The sharing of images must comply with our Photographs and Images Policy.

## PROFESSIONAL BOUNDARIES

Staff and freelancers must maintain appropriate professional boundaries at all times. This includes:

- Not accepting friend/follow requests from students on personal accounts
- Not initiating private messaging with students
- Using official communication channels only

Staff must refer to their Staff Code of Conduct in relation to this.

## 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

No individual should speak to the media on behalf of Performers Theatre Company without prior approval from the Principal.

**Failure to adhere to this policy may result in disciplinary action.**