



# St James Players

## Social Media Policy

### 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 launching 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 at all times must be followed.

- Use the same safeguards as you would with any other type of communication about St James Players 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 St James Players.
- Obtain permission from the committee before embarking on a public campaign using social media separate from the official group ones.
- Request a friend, fellow member or committee member to check and approve content before it is published online, if necessary.
- Follow any additional guidelines given by St James Players.
- All posts must be approved by an admin before being made public

### Members' Accounts

Please keep yourself safe online and follow common sense. Always remember that you are a representative of St James Players 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 St James Players views.
- Do not bring St James Players 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 St James Players, for example by criticising or arguing with such persons.
- Do not post any personal details of anyone connected to St James Players without their express permission.

- Avoid making any derogatory, offensive, discriminatory, untrue 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 St James Players or its reputation or character.
- Do not disclose any secrets or confidential, proprietary or sensitive information belonging to St James Players or members. This may include the nature or title of upcoming shows.
- Do not breach copyright or any other proprietary interest belonging to St James Players.
- Make all posts connected to St James Players 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 St James Players is complying with our own policies and legal obligations
- Protect the interests and reputation of St James Players and its members

### **Administrators**

There will always be a minimum of 2 administrators for any social media accounts. These persons are to be voted for by members at a general meeting but will always include at least 2 committee members. The current producers of each production may be added as temporary administrators ( or other such higher user ) to the social media accounts to allow for simplicity of posting updates and information. They will be removed once the production is complete.

### **Contravention of this Policy**

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