

GOOD COMPANIONS - SOCIAL MEDIA POLICY

1. Purpose of policy

This policy is intended to help the members of Good Companions Stage Society make appropriate decisions about the use of social media such as Twitter, Facebook and Instagram. Other social media includes but is not exclusive to blogs, video, picture blogging and audio.

This policy outlines the standards we require our members to observe when using social media, the circumstances in which we will monitor your use of social media and the action that will be taken in respect of breaches of this policy. The principles of this policy apply to use of social media regardless of the method used to access it - it covers static and mobile IT/computer equipment, as well as smartphones etc.

2. Who is covered by the policy

This policy covers all individuals who are members of the society, including non-acting members and patrons.

3. Why use social media

Social media enables us to attract a new audience, recruit for new members or to publicise our events.

4. Responsibility for implementation of the policy

The committee has overall responsibility for the effective operation of this policy.

All members are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All members should ensure that they take the time to read and understand it. Any breach of this policy should be reported to a member of the Good Companions committee.

Questions regarding the content or application of this policy should also be directed to the committee.

5. Personal use of social media

Personal use of social media during rehearsals is permitted, subject to certain conditions, as detailed below. It must not be abused or overused and the society reserves the right to withdraw permission at any time.

The following conditions must be met for personal use to continue:

- use must be minimal and take place substantially outside of rehearsal times or show week

- use must not interfere with rehearsal or performances
- use must comply with our policies including the GDPR and copyright policies

You are also personally responsible for what you communicate on social media sites **outside of rehearsals**, for example at home, in your own time, using your own equipment. You must always be mindful of your contributions and what you disclose about the society. For further details, see Point 6, 'General rules for social media use' below.

6. General rules for social media use

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules. The same rules would also apply when using social media outside of rehearsals:

- Do not post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory or inappropriate content.
- A member who feels that they have been harassed or bullied, or are offended by material posted by a colleague onto a social media website should inform any member of committee.
- Do not post material in breach of copyright or other intellectual property rights.
- Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of the society.
- You are personally responsible for content you publish – be aware that it will be public for many years.
- You should avoid social media communications that might be misconstrued in a way that could damage our reputation, even indirectly.
- Do not post anything that your friends or our audiences, would find offensive, insulting, obscene and/or discriminatory.

7. Monitoring use of social media

Members should be aware that any use of social media websites (whether or not accessed for rehearsal purposes) may be monitored and, where breaches of this policy are found, action may be taken by the committee.

Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and the society.

If you notice any use of social media by other members in breach of this policy please report it to the committee.

Where it is believed that a member has failed to comply with this policy, they will face the society's disciplinary procedure. If the member is found to have breached the policy, they will face a disciplinary penalty ranging from a verbal warning to dismissal.

8. Policy review and update

The committee has overall responsibility for the review and update of this policy at the beginning of each year or more regularly as required.