

SOCIAL MEDIA POLICY

A guide on using social media to promote the work of the South Cumbria Musical Festival.

Introduction

What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images, and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn, and Instagram.

Why do we use social media?

Social media is essential to the success of communicating South Cumbria Musical Festival's work. It is important for some committee members to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of the festival.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you are discussing issues relating to the South Cumbria Musical Festival. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for committee members designated as admin for the festivals social media *and* applies to content posted on both a South Cumbria Musical Festival device and a personal device.

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of the South Cumbria Musical Festival. It sets out what you need to be aware of when interacting in these spaces and is designed to help, support and expand our official social media channels, while protecting the organisation and its reputation and preventing any legal issues.

Point of contact for social media

Committee members Gill Benjamin and Lisa Hughes are responsible for the day-to-day publishing, monitoring and management of our social media channels.

Which social media channels do we use?

South Cumbria Musical Festival uses the following social media channels:

Facebook www.facebook.com/southcumbriamusicfestival

South Cumbria Musical Festival has a Facebook account which it uses to share news with supporters and to encourage people to become involved with the festival.

Guidelines

Using social media channels — appropriate conduct

1. Gill Benjamin and Lisa Hughes are responsible for setting up and managing the South Cumbria Musical Festival's social media channels. Only those authorised to do so by the festival committee will have access to these accounts. They will be referred to as “admins” in the remainder of this policy document.
2. Make sure that all social media content has a purpose and a benefit for the festival.
3. Bring value to our audience(s). Answer their questions, help and engage with them.
4. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
5. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
6. Always check facts. Admins should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
7. Admins should refrain from offering personal opinions via the festival's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'.
8. If a complaint is made on the festival’s social media channels, admins should seek advice from the Chairman before responding.

Further guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether admins are posting content on social media as part of their role or in a personal capacity, they should not bring the South Cumbria Musical Festival into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all admins abide by the laws governing copyright, under 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 admins make in a personal capacity must not breach confidentiality.

Discrimination and harassment

Admins should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on any social media channel.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of 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, admins should ensure the online relationship with the South Cumbria Musical Festival follows the same rules as the offline 'real-life' relationship. Admins should ensure that young people have been made aware of the risks of communicating and sharing information online and given guidance on security/privacy settings as necessary. Admins should also ensure that the site itself is suitable for the young person and the content is appropriate for them. Please refer to our Safeguarding Policy.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of the South Cumbria Musical Festival is not a right but an opportunity, so it must be treated seriously and with respect.

This policy will be reviewed on an ongoing basis, at least once a year. The festival committee will amend this policy, following consultation, where appropriate.

Date of introduction of policy: November 2023

Review due November 2024.