

## Slow Theatre Company Social Media Policy

These guidelines cover all social media platforms – the places online where people can have a dialogue or contribute content.

These include:

- Social networking sites (Facebook, MySpace, Bebo)
- Video and photo sharing websites (Flickr, YouTube)
- Micro-blogging sites (Twitter)
- Blogs (including corporate or personal blogs)
- Forums and discussion boards (e.g., Yahoo! Groups or Google Groups)
- Online encyclopedias (e.g., Wikipedia)
- Geo-location services (Facebook Places, Gowalla, Foursquare)

As these technologies are constantly evolving, this policy will be updated on a regular basis. It will be staff's responsibility to keep up-to-date of the changes.

Slow Theatre Company has a booking form where all participants and parents sign to give consent for photos of their children being used on publicity material and social media. We never include children's names with photos unless individual consent has been given and at that point it would be first name only.

**1. Slow Theatre Company and member confidentiality:** Disclose only publicly available information. Never talk about confidential organisational or member information in social media. Examples include: financial information, funder discussions, future business performance or plans, or departure of staff. If in doubt – do not post it and ask for clarification.

**2. Personal accounts:** You should disclose on the "about" page or bio that your views are your own and do not represent your employer. Do not include Slow Theatre Company or any derivative as part of your Twitter handle and do not use your Slow Theatre Company email account for personal social media accounts. Be confident about your responsibilities and please ask if there is anything on which you are unclear. You should assume that everything you do, comment on, post, retweet etc will be shared with Slow Theatre Company and its members.

It is up to you to manage and share only that with which you are comfortable. This includes checking-in to places. Slow Theatre Company recommends never automatically checking-in to places and requests you do not check-in to member offices, premises or new business pitches. The best advice is, if in doubt, do not check-in.

It is not acceptable to become "friends" with individual young people associated with Slow Theatre Company or our members. If an invite is made, let the young person know that it is company policy to NOT friend and/or connect with young people using social media at this time. Take the time now to check your [privacy settings](#) on Facebook, Twitter, Foursquare etc.

**3. Responding:** Try and do this within 12 hours if you are on the rota: this requires monitoring to avoid issues. [Google alerts](#) are a great way of checking.

**4. Transparency:** If you are talking about something Slow Theatre Company, a client, or competitor is doing publicly (e.g. launching a website or running an event), you must be transparent and disclose your employee relationship to Slow Theater Company.

**5. Correct mistakes quickly:** If you say something in error, never take down the post – simply go back and update it with the correct information.

**6. Designated expert:** If you are positioning yourself as an expert on either a ENTER NAME or personal social media account, you must disclose this and get prior approval from your manager. If you receive media enquiries for comment on your subject of expertise, you must refer this to your line manager and/or Head of Communications before you can comment.

**7. Harassment and obscenity:** Never use language that is, or could be perceived as, obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or organisation – including Slow Theatre Company, its members, partners, funders, competitors and/or other related people or organisations.

**8. Kickbacks & gifts:** Never talk about a product or organisation in exchange for cash. If you have received a product or service to review, you must disclose it in your post or review and have the approval of your line manager.

**9. Plagiarism:** Always refer to the sources of work if you are quoting directly from them. Do not be afraid of quoting or RT (retweeting) information but never take credit for other's' work. Respect copyright, privacy, and other laws.

**10. Respect:** Always demonstrate respect for others' points of view, even when they are not offering the same in return. If someone leaves a hostile comment or replies with an inappropriate tweet, defend your point of view and be polite. See Appendix I for Slow Theatre Company issue escalation policy.

**11. Have fun.** The internet and more recently social media have revolutionised the way people communicate. Appendix II has some content guidelines for Slow Theatre Company's twitter account which we hope are helpful. Enter Slow Theatre Company supports you to explore and, if we can assist in any way, please ask.

Signature: \_\_\_\_\_

Print name: \_\_\_\_\_

Date: \_\_\_\_\_