

NYB

National Youth Ballet

The Old Dairy, Wintersell Farm, Edenbridge, Kent, TN8 6QD
01732 864 781 - info@nyb.org.uk - nationalyouthballet.org

National Youth Ballet Social Media Policy Written April 2018

Patrons: Carlos Acosta CBE, David Bintley CBE, Sir Matthew Bourne OBE, Deborah Bull CBE, Dame Darcey Bussell DBE, Jayne Cadbury MBE, Lauren Cuthbertson, Antony Dowson FRAD, Stephen Jefferies, Janet Kinson FISTD, Joanna Lumley OBE, Dame Monica Mason DBE, Anna Meadmore, Angela Mortimer, Samira Saidi, Dame Antoinette Sibley DBE, Wayne Sleep OBE, Sir Peter Wright CBE

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Betchworth House, 57-65 Station Road, Redhill, Surrey RH1 1DL

SOCIAL MEDIA POLICY

Introduction

The internet provides a range of social media tools that allow users to connect with others; via platforms such as Facebook, Twitter, Instagram and maintaining pages on internet encyclopaedias such as Wikipedia.

While recognising that there are benefits in embracing digital connectivity, this policy sets out the principles that National Youth Ballet (NYB) company members, staff, parents, volunteers and the wider NYB community are expected to follow when using all social media platforms.

It is crucial that all stakeholders and the public at large have confidence in the principles set out in this policy; these are designed to ensure that the use of social media is responsibly undertaken and that the confidentiality and reputations of all members of the NYB community are safeguarded.

The term 'NYB community' encompasses all company members, staff, parents, volunteers and alumni. It is important to stress that everyone within the NYB community must be conscious at all times of the need to keep their personal and professional lives separate.

Under no circumstances may any elements of the NYB brand including logos, crests, typefaces or other parts of the brand be used or published on any personal web space or on any online or offline medium without prior consent of the Marketing Manager. These are the intellectual property of NYB.

This policy covers personal use of social media as well as the use of social media for official NYB purposes, including sites hosted and maintained on behalf of the NYB.

This policy applies to personal web space on social media platforms including (but not limited to) Facebook, MySpace, Instagram, SnapChat, blogs, microblogs such as Twitter, chatrooms, forums, podcasts, open access online encyclopaedias such as Wikipedia and content sharing sites such as flickr, YouTube, Vimeo and Soundcloud.

The pace of technological change is so fast that it is impossible to cover all circumstances or emerging media – therefore the principles set out in this policy must be followed irrespective of the medium:

General Principles

- All media users should keep their personal and professional lives separate. No one should put themselves in a position where there could be a conflict between NYB and their personal interests
- No user should take part in activities using a social media platform that may bring NYB into disrepute
- No user should represent their personal views as those of NYB on any social media platform
- No user should use social media and the internet in any way to attack, insult or abuse or defame NYB company members, their families, colleagues, other professionals, or any other individuals or organisations

Personal use of Social Media

- No member of NYB staff should have contact with any NYB associated young person under the age of 19 through any personal social medium, whether directly from NYB or otherwise, unless the staff concerned are family members
- Communication between young people and members of the wider NYB community should only be through official NYB channels which have been created for this purpose
- Personal information that students and members of the wider community have access to as part of their involvement with NYB, should not be discussed on their personal web space
- Photographs, videos or any other types of image of NYB student members and their families or images depicting staff members, clothing with NYB logos or images identifying NYB premises should not be published on personal or public web space without prior permission from the Marketing Manager
- NYB email addresses should not be used for setting up personal social media accounts or to communicate through such media
- During the annual NYB Season and other NYB workshops, rehearsals and performance activities, NYB only permits limited personal use of social media by its student members during the day and at certain times during the evenings
- Images, videos or sound recordings from NYB events may only be posted on public social media platforms by the Social Media Consultant or Marketing Manager. Their use is in accordance with the GDPR (The EU's General Data Protection Regulations) which come into force from 25 May 2018
- It is understood that some sites may be used for professional purposes to highlight a personal profile with summarised details, e.g. LinkedIn. Care needs to be taken to maintain an up to date profile and a high level of presentation on such sites
- Staff that run blogging/microblogging sites which have a professional and/or educational status are advised to seek prior approval, as well as guidance and advice, from the Marketing Manager regarding prudence and endorsement of views if there is any NYB link

Using Social Media

The Marketing Manager has full responsibility for overseeing NYB's official website, Facebook, Flickr, Twitter, Vimeo and Soundcloud platforms. No other social media platforms may be set up by any member of the community which have a direct or indirect connection with NYB.

Whilst the whole NYB community is encouraged to interact with these social media sites, all users should do so with responsibility and respect.

Breaches of this Policy

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation NYB or any illegal acts or acts that render NYB liable to third parties may result in legal action, disciplinary action or sanctions in line with the published policies for NYB staff and student members.

Guidelines for safe Social Media usage can be found on the following websites:

For more advice on using social networking sites safely, visit:

<http://www.staysafeonline.org/stay-safe-online/protect-your-personal-information/social-networks>

<http://www.childline.org.uk/explore/onlinesafety/pages/socialnetworking.aspx>

http://www.getsafeonline.org/social-networking/social-networking-sites/#.Uq7_OIPs084

This policy was written by Clare Witton

Marketing Manager

March 2018

Adopted by and on behalf of National Youth Ballet.

Mikah Smillie
Artistic Director
Signature and Date

Member of the Board of Trustees
Signature and date

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