

Social Media Policy **March 2019**

Social Media Policy

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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 company members, staff, parents, volunteers and the wider National Youth Ballet 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 “National Youth Ballet community” are safeguarded.

The term “National Youth Ballet community” encompasses all National Youth Ballet company members, staff, parents, volunteers and alumni. It is important to stress that everyone within the National Youth Ballet 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 National Youth Ballet 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 National Youth Ballet.

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

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 National Youth Ballet and their personal interests.
- No user should take part in activities using a social media platform that may bring National Youth Ballet into disrepute.
- No user should represent their personal views as those of National Youth Ballet on any social media platform.
- No user should use social media and the internet in any way to attack, insult or abuse or defame National Youth Ballet company members, their families, colleagues, other professionals, or any other individuals or organisations.

Personal use of Social Media

- No member of National Youth Ballet staff should have contact with any National Youth Ballet associated young person under the age of 19 through any personal social medium, whether directly from National Youth Ballet 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 National Youth Ballet 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 National Youth Ballet, should not be discussed on their personal web space.
- Photographs, videos or any other types of image of National Youth Ballet student members and their families or images depicting staff members, clothing with National Youth Ballet logos or images identifying National Youth Ballet premises should not be published on personal or public web space without prior permission from the Marketing Manager. No personal phones or recording devices are allowed in dressing areas.
- National Youth Ballet email addresses should not be used for setting up personal social media accounts or to communicate through such media.
- During the annual National Youth Ballet Season and other National Youth Ballet workshops, rehearsals and performance activities, National Youth Ballet 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 National Youth Ballet 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 came 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 National Youth Ballet link.

Using Social Media

The Marketing Manager has full responsibility for overseeing National Youth Ballet'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 National Youth Ballet.

Whilst the whole National Youth Ballet 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 National Youth Ballet or any illegal acts or acts that render National Youth Ballet liable to third parties may result in legal action, disciplinary action or sanctions in line with the published policies for National Youth Ballet 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_0IPs084

This policy was updated in March 2019.

Adopted by and on behalf of National Youth Ballet.

Review date March 2020.