

Purpose

Stromness Drama Club (SDC) recognises the developing range of technologies used to interactively share, create and discuss issues and content as extremely positive and encourages individuals and volunteers to use social media to promote themselves, the club, our achievements and the arts. However, SDC reserves the right to challenge anyone using social media either intentionally or by association to insult, slander, create a risk to personal safety or abuse any individual, organisation, theatre, or the arts.

This policy provides guidance for all members to help them understand the acceptable standards of use of social media. It sets out best practice designed to assist everyone in understanding what the potential risks are in using social media and how these can be managed. This policy is to be read in conjunction with the club's Code of Conduct and Safeguarding Policy and Procedures.

You are reminded that misuse of social media can result in action being taken against a member, employee or volunteer of the club.

Definitions

Social media is the collective of online communications and media channels dedicated to community-based input, interaction, content-sharing and collaboration via a range of hardware such as desktops, laptops, tablets, smartphones and other internet-enabled devices.

Websites and applications dedicated to forums and discussion boards, instant messaging, blogging and micro-blogging, social networking and curation, online encyclopaedias, geo-location services and video and photo sharing websites are among the different types of social media platforms. This policy also applies to the use of email, email marketing services and the club's website. The pace of change in technology means that it is not possible to identify a definitive list of all forms of social media which this policy applies to, hence it is to be read as applying to all forms commonly understood to be social media and used as such.

Accounts operated by Stromness Drama Club

At the time of writing this policy, the club currently operates a website, Facebook page, Instagram account and Twitter account, and will add to or reduce these from time to time as decided by the committee and as resources to manage these accounts allow.

Operation of the accounts will be managed by the committee and only designated committee members will be authorised to post content directly on behalf of the club. Appropriate moderation of comments and tags will be made, and any defamatory or inappropriate content removed, including anything that would negatively affect the club's reputation.

The primary purpose of the accounts are for promoting the club and the arts and for communicating between members, volunteers, and employees of the club. Privacy settings will be arranged so that contact is made through the club email address, or directly to the messaging service associated with the relevant platform.

SDC's Parental/Guardian Consent form for under 18's includes a section for parents/guardians to indicate consent for their child to be included in publicity such as photographs or short videos on social media and this will be adhered to at all times. Forenames may be published on social media platforms but full names of members under 18 will not be published without additional permission.

Copyright and privacy will be respected, and appropriate credit will be made to creators of photographs, videos, music, and other media where it is possible to ascertain the originator.

Good Practice Guidance

The internet presents a unique set of challenges for protecting personal safety as all information posted is available to the whole world, indefinitely. Generational differences in understanding the implications of what is being posted means that there are very different perceptions of risk operating.

The use of social media to target individuals, whether for grooming or the increasing incidences of cyber bullying, has created a set of risks to vulnerable people which is a real challenge to manage. Instant messaging and texts are more personal and private than other forms of social media and for this reason there is more associated potential risk to young people and adults at risk.

The speed and variety in the development of social media forums, means that posts can be generated rapidly and spread to a wider audience in a very short space of time. All members, volunteers and employees can and should report any misuse of social media to the committee so that appropriate action can be taken to maintain the high standards of behaviour expected within the arts.

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.

Never use language that is, or could be perceived as obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or organisation – including SDC, its members, partners, funders, competitors and/or other related people or organisations.

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 message, defend your point of view and be polite.

Do not use tags as this allows people to be identified and then traced. The club recognises people can tag themselves which is beyond the control of the club.

Private Social Media Groups and Chats for Productions

The club accepts that Directors may wish to set up private social media groups and chats for shows so that only those involved in that particular production can view the information shared and participate in relevant discussions. If young people under the age of 18 are in productions parents or guardians will be added to the group or chat to inform them about the show and so they can access the information shared.

It is the responsibility of the Director or other designated member to monitor and moderate as necessary the group or chat and report any issues to the committee.

Once the production has ended, the group or chat should be closed down within 6 months, with any relevant photos and videos that may be useful for club archives downloaded and passed to the committee.

Reporting Concerns

Safeguarding is everyone's responsibility, as is creating and maintaining the high standards of behaviour expected of SDC club members. For these reasons, everyone is encouraged to report concerns of misuse or inappropriate usage of social media at the earliest opportunity to the committee.

Threats of immediate harm or danger will be dealt with by the committee as a matter of urgency, in accordance with the club's constitution and Safeguarding Policy and Procedures.