

Purpose of this document

The Bispham CastAways Community Theatre Group recognises that the internet provides unique opportunities to advertise and promote the group, productions and other activities the group is a part of throughout the year. It is also an effective way to share information with the membership of the group, for example about events, general meetings, policies and rehearsals. To this end, the internet and social media websites can be a very useful business tool. At the same time, it is important to recognise that the internet and social media may pose risks to our confidential and proprietary information, the reputation of the group, the reputation of individual members and, in extreme cases, the safety of our members.

This policy relates to the sharing of information on all websites and social media sites, printed promotional advertising, leaflets, programmes, yearbooks and banners. Due to the online nature of the press, this policy also relates to all press releases and articles.

Policy

- All members will be asked upon joining the group to sign a social media consent contained in the membership form. This consent relates to use of images, videos, names and short bios as well as abiding by Bispham CastAways social media policy and netiquette. It is advised that members read all relevant policies before they sign their consent/agreement.
- Each member will be given the choice to allow their photos or image to be used on social media. Only those members who give this written consent will have their image used in any social media post or promotional materials.
- The Bispham CastAways currently have two Facebook pages; one public, one private. The public page is to be used solely for information about and as a first point of contact with Bispham CastAways for the public. The private group page is solely for the use of the current paid membership to share information about the group and its activities. This group is where the official photos and videos will be shared. Only photos and videos of people who have signed their consent to the use of their image, will be shared in this group. Nothing from this group is to be shared on other Facebook pages or groups, or on other social media, without the express written consent of the people involved in the image or post. If this consent has been given to the below named Facebook admins, the post will begin with “PLEASE FEEL FREE TO SHARE” or “PLEASE SHARE”.
- The Bispham CastAways also have a Facebook messenger group that is used for more informal topics, discussions and information. This group is monitored by the below named admins. These Facebook messenger groups are only to be

used between the hours of 10am and 10pm. Any inappropriate messages, photos, memes or other posts to this group, will cause the member(s) involved to be blocked temporarily until an investigation is carried out and disciplinary action agreed by the trustees.

- The director of a production may decide to open a messenger group (or other online messaging group) for the cast and crew of their particular production. This group will be activated, and invitations sent to the cast and crew, once the production has been cast. The group will then be deactivated no later than a week after the final show night.
- The director will act as the admin for any production online messaging group and all members are expected to follow the set netiquette rules which apply for all online posts and messages.
- All members will be supplied with a hard copy of the netiquette rules on joining and they can be accessed online or a copy sent to their email address on request.
- The group take no responsibility for the views, opinions or other posts of its membership sent through their own social media.
- If a member wishes to advertise a Bispham CastAways show, event or activity, they are asked to please check with one of the trustees and/or the director of the particular production. As a group we welcome the initiative of our members, but we want to make sure any information given about the group online is consistent, accurate and up to date.
- If/when Bispham CastAways branch out into other social media sites such as Twitter or Snapchat, these accounts will be run under these same rules.
- If a member does not use social media, that member should let a trustee know so we can arrange the most convenient way to get in touch with that member, for example, phone, email, text or post. This will ensure that all members receive the same level of inclusion and communication whether they have access to social media (or a computer) or not.
- If a member has given consent for their image, work or other personal details to be used online or in press materials then decides to withdraw this consent, they must inform the business manager (trustee) or marketing and promotion manager (trustee) or a social media admin in writing. The member must however be aware that anything that has been sent out or uploaded prior to the date of their written revocation of consent cannot be removed.
- If a member has an issue with an individual photo or image or a group thereof, they must contact the business manager (trustee), marketing and promotion manager (trustee) or the social media admins in writing and the group will do all we can to remove those images in a timely manner. However, we must all be

aware once something is online, it is impossible to remove its presence completely.

- If a member is in any doubt about something relating to social media, they are asked to contact the below named admins.
- Failure to follow the rules set out in this policy and the below netiquette could result in being removed and blocked from the group's social media groups until an investigation is carried out and any disciplinary action agreed by the trustees.

Netiquette

1. Treat people on social media the same way you would if you were talking to them in person.
2. Sometimes it is easy to misconstrue someone's intention when dealing in text and messaging, have patience. Ask for clarification.
3. NO SHOUTING! Typing in all capitals is seen as shouting, therefore rude, don't do it.
4. No use of any Facebook Messenger group setup by Bispham CastAways outside the hours of 10am to 10pm.
5. No swearing or inappropriate language.
6. No bullying or ganging up on other members.
7. No negative comments about other members of the group. We want our social media to reflect the positivity of the group.
8. No inappropriate imagery. This can include (but is not limited to) nudes, images of violence, spam.
9. No spam or sales posts.
10. Nobody can use the group's social media accounts to make money, nor advertise or promote themselves or other groups. Do not post other groups' activities without advance, written approval of the business manager (trustee).
11. No name calling or using terminology that breaks the rules of our Constitution or those within the safeguarding and equal opportunities policies.
12. Aggression or threats of physical, psychological or emotional abuse will not be tolerated.
13. Posts or messages that bring the reputation of the group in to question will be deleted and disciplinary action taken.
14. Posts or messages that call the reputation of an individual member in to question will be deleted and disciplinary action taken.
15. Social media is not the platform to air personal disagreements. If you have an issue with another member of the group then you must bring this to the attention of that member in person. If you feel the issue is serious, you can contact one of the trustees or the safeguarding officer and they can advise you further.
16. Social media is not the platform to air disagreements with the group or how it is run. Please approach the trustees, the safeguarding officer or the particular production's director's with any issues. Any issues brought to the attention of the trustees will be dealt with confidentially and as quickly as possible.

17. The two official Facebook groups (private and public) are for official business of the group only. They are not to be used for posting personal messages or anything irrelevant to the business of the group. The messenger groups are for unofficial chatting and communication.
18. Do not set up other groups under the name of the Bispham CastAways.
19. Do not upload videos or photos to any of the groups social media without the consent of the people in that photo or video.
20. The trustees, admins and safeguarding officer hold the authority to delete or remove any post, photo, video or other media from any of the social media accounts, messenger groups or other forms of internet site.
21. The trustees, admins and safeguarding officer hold the authority to remove, block or delete (either temporarily or permanently) any member of the group from the groups social media accounts.
22. The trustees, admins and safeguarding officer hold the authority to delete or suspend any of the groups social media accounts.
23. The trustees have the right to bring disciplinary proceedings against any member who breaks the rules.
- 24. Most of these rules boil down to treat other people online how you would treat them in person AND treat other people how you want them to treat you.**
- 25. If in any doubt speak to one of the admins.**

Your social media admins are:

Debbie Flavell:

Tel - 07715399838

(Also our safeguarding officer)

Email - debbief1973@hotmail.com

Mark Marsden:

Tel - 07469726832

Email - mark.marsden@hotmail.es

The Business Manager (Trustee) is Susan Hope and can be reached at susan.louise.hope@gmail.com or on 01253 353224 or 07515856264.

And the email address for all the trustees is bispham.castaways@gmail.com.

Date Policy Adopted: _____

Date to be reviewed: _____

(1)Signed: _____ (2)Signed: _____

Name: _____ Name: _____

(3)Signed: _____ (4)Signed: _____

Name: _____ Name: _____

(5)Signed: _____ (6)Signed: _____

Name: _____ Name: _____