



# Social Media Policy and Guidelines

## **Introduction**

Social media is the term commonly given to website and online tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests.

Social media involves building communities or networks, encouraging participation and engagement.

Social media encompasses Facebook, X (Twitter), YouTube, Myspace, Wikipedia, podcasts, emails, texts etc.

St Swithun's Band utilises social media as a means of communication and to promote the organisation. The band should keep a list of all it's social media groups along with it's delegated moderator

## **St. Swithun's Band Bridport's use of social media**

**Website:** St Swithun's Band Bridport has a website [www.stswithunsband.co.uk](http://www.stswithunsband.co.uk) which has content such as news and photos that we encourage members to view and share with friends and family.

**Facebook page:** We also have a Facebook page [www.facebook.com/stswithunsband](http://www.facebook.com/stswithunsband) for publicising band news and events to as wide and public an audience as possible. Again we would encourage members who use Facebook to 'like' the page and 'share' content with as many other Facebook users as possible to spread the word about how great St Swithun's Band Bridport is.

**YouTube page:** St Swithun's Band Bridport has a number of recordings for anyone to listen to.

**WhatsApp:** All bands use Whatsapp as a means of communication to and between players regarding engagements, rehearsals, music, social events and any other business of the bands

**Emails and Texts:** Emailing is the key method of electronic communication between, primarily the bandmasters and St Swithun's Band Bridport members. Occasionally texts may also be used as a means of communication particularly if out at an event. As emails in particular can have a habit of unintentionally being forwarded to unintended recipients due regard should be given to the policies and guidelines when using email. Particular care

should be taken if you need to communicate anything that may be of a sensitive or private nature. If you do receive an email that contains content of sensitive or private nature that is clearly not intended for you please do the respectful thing and delete it immediately unless you consider it to be a matter of serious concern in which case please raise this privately with the St Swithun's Band Bridport Chairperson or another appropriate member of the committee.

**Principles** These principles apply to your participation in the social media used by St Swithun's Band Bridport and any other social media you use in your own private capacity in the context of you being a member of St Swithun's Band Bridport and set out the standard of behaviour expected in representing St Swithun's Band Bridport. You should participate in the use of social media in the same way as you would with other media or public forums such as giving public presentations or speaking at public events.

We encourage positive representation and promotion of St Swithun's Band Bridport and therefore welcome members with building upon this through use of social networking websites. You are representing St Swithun's Band Bridport and we trust you to act accordingly.

**Guidelines** Information published online can be accessed around the world within seconds and will be publicly available for all to see. Even information that was originally only intended to be seen by a select number of recipients has the potential to be shared, re-quoted or reposted including on other social networking sites. Comments on social media can remain in the public domain for a considerable length of time. As a member of St Swithun's Band Bridport;

- You must ensure that your social media activities do not cause offense/harm to St Swithun's Band Bridport or any of its members.
- Any photo's or posts that you wish to add to the St Swithun's Band Bridport Facebook group will need to be authorised by one of the administrators first.
- No videos or recordings of St Swithun's Band Bridport should be put on any social media website without permission from the Committee of St Swithun's Band Bridport.
- Social media should be used for positive comments about St Swithun's Band Bridport, please do not get into discussions about problems other bands are having, issues with individuals in other bands, contest results, adjudications or anything that could be detrimental to St Swithun's Band Bridport.
- If asked by the St Swithun's Band Bridport Committee you should remove any posts that they consider to be inappropriate or they deem to be harmful to the reputation of St Swithun's Band Bridport. Failure to do so could result in disciplinary action.
- Enjoy social media, it is a great way to spread the news about the wonderful organisation we all belong to.

If you have any concerns about content on any of the Band's sites then raise them with a member of the committee.