

SOCIAL MEDIA POLICY

INTRODUCTION

People's Theatre Collective values the role of social media in engaging with our community, promoting our events, and fostering an inclusive environment. This policy outlines the standards and practices for using social media to ensure a positive, respectful, and safe online presence for all participants, staff, volunteers, and audience members.

PURPOSE

The purpose of this policy is to:

- Protect the reputation of People's Theatre Collective and its community members. Ensure consistent and positive messaging.

- Encourage constructive and respectful communication.

- Provide guidelines for responsible and ethical social media use.

SCOPE

This policy applies to:

- All People's Theatre Collective staff, volunteers, participants, and representatives. Any approved social media platforms used in an official capacity by People's Theatre Collective, including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, and any emerging platforms.

GENERAL GUIDELINES

- Respect and Inclusivity:** All interactions on social media must reflect the inclusive and respectful nature of People's Theatre Collective. Discriminatory, offensive, or inappropriate content will not be tolerated.

- Confidentiality:** Do not share confidential or sensitive information about People's Theatre Collective, its participants, or its partners.

- Accuracy:** Ensure that all information shared is accurate and up-to-date. Correct any mistakes promptly and transparently.

- Attribution:** Credit sources when sharing third-party content, and do not post copyrighted materials without permission.

- Privacy:** Obtain consent before posting images, videos, or personal information of individuals. Respect privacy settings and permissions on personal accounts.

REPRESENTATION OF PEOPLE'S THEATRE

COLLECTIVE Only designated individuals are authorized to post on behalf of People's Theatre Collective on official social media accounts.

- Personal accounts of staff and volunteers should not be used to represent People's Theatre Collective unless explicitly authorized.

- Include a disclaimer in personal bios if referencing People's Theatre Collective, stating that views expressed are personal and do not represent People's Theatre Collective.

CONTENT GUIDELINES

Positive Engagement: Focus on sharing positive stories, achievements, upcoming events, and community impact.

Crisis Communication: In the event of a crisis, refer to the People's Theatre Collective crisis communication plan and follow the outlined procedures.

Interaction: Engage with comments and messages in a timely, professional, and courteous manner. Address negative feedback constructively and avoid escalating conflicts.

PROHIBITED ACTIVITIES

Do not engage in online arguments or confrontations.

Avoid posting content that could be perceived as political endorsements or affiliations.

Refrain from using social media for personal gain or to promote personal projects unrelated to People's Theatre Collective.

MONITORING AND ENFORCEMENT

People's Theatre Collective reserves the right to monitor all official social media accounts.

Any violations of this policy may result in disciplinary action, including but not limited to removal of posts, suspension of social media privileges, or further action as deemed appropriate by People's Theatre Collective leadership.

REPORTING CONCERNS

Report any concerns or breaches of this policy to the designated social media coordinator or People's Theatre Collective leadership immediately. Concerns will be addressed promptly and in line with People's Theatre Collective's values and procedures.

REVIEW AND UPDATES

This policy will be reviewed annually or as needed to ensure it remains relevant and effective.

Updates will be communicated to all staff, volunteers, and participants.

PREVENTATIVE MEASURES

Regularly review and update social media guidelines for staff and volunteers. Train key team members on crisis communication.

Use social listening tools to monitor emerging issues.

Ensure all public responses align with the organisation's values of inclusivity, respect, and transparency.

PEOPLE'S THEATRE COLLECTIVE CRISIS COMMUNICATION PLAN

PURPOSE

This plan provides a clear process for managing and responding to a social media crisis that

could impact People's Theatre Collective's reputation, stakeholders, or community engagement. A crisis includes:

- Negative press or public backlash.
- Misinformation or false claims.
- Inappropriate content posted on official channels.
- Breaches of confidentiality or safeguarding concerns.

CRISIS RESPONSE TEAM

The following individuals are responsible for assessing and responding to a social media crisis:

- Strategic Director -Final decision-making and public statements.
- Company Manager (Social Media Lead) – Manages social media response and engagement.
- Safeguarding Lead – Advises on issues involving young people's safety.
- Board Representative (if needed) – Provides governance oversight for severe incidents.

CRISIS LEVELS & RESPONSE

LOW LEVEL

- Minor negative comments that do not pose a serious risk.
- Example: A comment criticising a performance or programme.
- Response: Within 24 hours.
- Action: Acknowledge politely or leave unengaged if no action is needed.

MODERATE LEVEL

- Misinformation, complaints, or a small-scale backlash.
- Example: A parent claims unfair treatment on bursary places.
- Response: Within 12 hours.
- Action: Acknowledge concern, provide correct information, take discussion offline if necessary

HIGH LEVEL

- Serious reputational risk, safeguarding concerns, or widespread backlash.
- Example: Allegations of misconduct or offensive content.
- Response: Immediate.
- Action: Remove harmful content, issue a holding statement, escalate to Strategic Director and safeguarding lead.

CRISIS RESPONSE STEPS

STEP 1: IDENTIFY & ASSESS

- Monitor comments, messages, and shares to detect potential crises early.
- Determine the crisis level (Low, Moderate, or High).

Gather all facts before responding.

STEP 2: RESPOND APPROPRIATELY

For misinformation: Provide correct information in a calm and professional tone. For complaints: Acknowledge the issue, offer a resolution, and take sensitive discussions offline.

For safeguarding concerns: Remove any harmful content immediately and escalate to the safeguarding lead.

For serious allegations: Issue a holding statement (see template below) while gathering more details.

STEP 3: ESCALATION & INTERNAL REVIEW

If an issue escalates beyond routine management, notify the CEO and relevant team members.

Document all interactions, including screenshots and timestamps.

Assess whether further action (e.g., an official statement, legal advice) is needed.

STEP 4: RECOVERY & REVIEW

If an issue escalates beyond routine management, notify the CEO and relevant team members.

Document all interactions, including screenshots and timestamps.

Assess whether further action (e.g., an official statement, legal advice) is needed.

PRE-APPROVED HOLDING STATEMENT TEMPLATE

FOR MISINFORMATION OR COMPLAINTS:

"We are aware of concerns raised and are looking into the matter. People's Theatre Collective is committed to ensuring fairness and inclusivity in all our programmes. We will provide further information soon. If you have specific concerns, please contact [email/contact]."

FOR SAFEGUARDING CONCERNS:

"We take the safety and wellbeing of young people seriously. Any safeguarding concerns are addressed in line with our policies. If you need to report an issue, please email [safeguarding contact]."

FOR REPUTATIONAL RISKS (E.G., BACKLASH):

"We acknowledge the concerns raised and are reviewing the situation. People's Theatre Collective values open and respectful dialogue and will share an update once we have gathered all necessary information."