

Social Media Policy for The South Devon Players

The Definition “Social media” is an interactive online media that allows users to communicate instantly with each other or to share data in a public forum. It includes social and business networking websites such as Facebook, Pinterest, Tumblr, Twitter and LinkedIn. Social media also covers video and image sharing websites such as YouTube and Flickr, as well as blogs. This is a constantly changing area with new websites being launched on a regular basis and therefore this list is not exhaustive.

For actors and creatives, creating portfolios and, indeed, freelance careers, based on their physical and perceived “image”, and using social media to network, and find work with different organisations/ shows/ films etc, it is imperative that use of their image, recordings, creative associations, and “public face” are treated with the utmost respect and care. Therefore this policy is deemed to be important to protect everyone's ability to build and promote their freelance creative career.

Official Accounts

For everyone posting on our behalf on any platform, the following rules must at all times be followed.

- Use the same safeguards as you would with any other type of communication about the company that is in the public arena.
- Never post any potentially offensive or libellous material.
- Ensure that any communication has a purpose and a benefit for the company.
- Obtain permission from the company directors before embarking on a public campaign using social media.
- Request a company directors to check and approve content before it is published online, if necessary.
- Only company directors will have access to the administration of official social media accounts for the group.
- We reserve the right to require for any unofficial company social network accounts or profiles to be removed, unless clearly stated to be unofficial “fan” accounts, which may then be permitted, under the same rules of conduct as applied to all company members.
- Follow any additional guidelines given by the company.

Members' Accounts

Please keep yourself safe online and follow common sense. Always remember that you are a representative of our company at all times. Please adhere to the following rules.

- Ensure that any personal views expressed are clearly stated as yours alone and not representative of the company's views.

- Do not bring the company into disrepute, for example by posting images or video clips that are inappropriate or links to inappropriate website content. (if in doubt, check with the company directors)
- Do not allow your interaction on social media websites or blogs to damage working relationships with or between company members, audience members or suppliers of the company, for example by criticising or arguing with such persons. If you have a concern, please forward the details to the company directors, or ask someone with a concern to contact us directly.
- Do not post or share any personal details of anyone connected to the company without their express permission.
- Avoid making any derogatory, or offensive, adverse, discriminatory, untrue, negative, critical or defamatory comments about the company, other members, patrons, contractors, shows, or suppliers, or any comments which might reasonably be considered to insult, damage or impugn the company's or their reputation or character.
- Do not disclose any secrets or confidential, proprietary or sensitive information belonging to the company, members, or any external agency with whom we are working. This may include the nature or title of upcoming shows, upcoming with with external film/ TV companies who frequently do not permit "spoilers" to be posted whilst in production.
- Do not use social media to embarrass, distress, bully, harass, or otherwise cause concern or fear
- Please remember that no-one is obligated to "friend" you or "follow" you on any social network if they do not wish to do so.
- Do not breach copyright or any other proprietary interest belonging to the company.
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- Make all posts connected to the company or its shows, appear both engaging and suitable for all audiences. This includes not using offensive language, making sure that posts are correctly spelled, etc.

Social Media Monitoring

We reserve the right to monitor use of social media on the internet. We may do this through randomised searches, specifically looking up profiles we suspect, or which are referred to, as breaking the rules. The purpose of such monitoring is to:

- Ensure compliance with our own policy
- Ensure the company is complying with our own policies and legal obligations
- Protect the interests and reputation of the company and its team members
- Any member found to seriously breach our policy may be asked to leave the company.