

Social Media Policy

For Pendle Ladies' Choir

1. Introduction Social Media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, YouTube, X (formerly Twitter), Instagram and TikTok

The Committee considers social media important to raise the profile of the choir's work and to help us achieve our charitable purposes and engage with our supporters. However, it is also important to recognise the risks associated with social media and how we can manage those risks by acting reasonably and responsibly to protect the choir.

2. Purpose & Scope We use social media to celebrate our achievements, share our music, and connect with our community. This policy sets out how the choir expects social media to be used by all representatives of the charity, including members, officers and leaders assisting the charity. It is designed to encourage positive engagement while protecting the privacy of members and the reputation of the group.

3. Core Principles

1. Be Respectful and Kind

- Think before you post: Treat others with respect, just as you would in person.
- No bullying or harassment: Content that is abusive or threatening toward other members or the public will not be tolerated.
- Disagreement: If you disagree with someone, do so respectfully and privately, not in a public forum.

2. Privacy & Safety

- Consent First: Our policy in relation to the use of photos and videos of the choir on social media is set out in the Data Protection Policy. No image that identifies an individual should be made public without that person's knowledge or consent.
- Data Security: Do not share confidential information about choir members or internal choir business.

3. Representing the Choir

- Publicity: Publicity material will be posted on the choir's social media pages which members of the choir are encouraged to share on their own social media accounts.
- Protect Reputation: Avoid posting, liking, or sharing content that could bring the choir into disrepute, including negative, derogatory, or defamatory comments.
- Ambassador Role: When identifying yourself as a member of Pendle Ladies' Choir, remember that your posts may be seen as reflecting on the choir.
- Personal Opinions: If you post personal opinions about music or sensitive topics, make it clear these are your own views, not necessarily those of the choir.
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4. Specific Procedures

1. Copyright & Accuracy

- Credit Creators: Respect copyright and always credit the original creators of music, videos, or photos used in posts.
- Accuracy: Ensure information posted (rehearsal times, concert details) is accurate before sharing.

2. Libel

- Never make false statements (written, posted, or shared online) that damage a person's or entity's reputation

3. Confidentiality

- Any communications that members make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that the choir is not ready to disclose yet.

4. Discrimination and harassment

Never post content that could be considered critical, discriminatory against, or bullying or harassment of:

- The choir or choir members, on either the official Pendle Ladies' Choir social media channel or a personal account.
- Any individual or organisation, on the official Pendle Ladies' Choir social media channel

For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- posting images that are discriminatory or offensive or links to such content

5. Management

- Only designated individuals may post on behalf of the official Pendle Ladies' Choir social media accounts.
- The Publicity Officer is responsible for setting up and day to day publishing, monitoring and management of the choir's social media channels.

5. Consequences

- Violations of this policy may be reviewed by the Committee and could result in being asked to remove posts or, in serious cases, suspension from the choir.
 - If you see content that you believe breaches this policy, please report it to a committee member.
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6. Responsibilities

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Pendle Ladies' Choir is not a right but an opportunity, so it must be treated seriously and with respect.