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## **Social Media Policy**

**2024/2025**

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*The purpose of this procedure is to advise on the conduct of staff expected when creating and engaging with Doorstep Arts social media sites and on the general use of social media where there is an identifiable connection with Doorstep Arts.*

*Staff are required to understand their obligations as representatives of Doorstep Art's and that their actions can impact upon Doorstep Art's reputation.*

*This procedure is applicable to all Doorstep Art's staff and volunteers.*

## **Social Media: Staff Use Procedures**

### **Definition of terms**

**Professional account:** use of social media where a staff member or volunteer can be identified as an employee or volunteer of Doorstep Arts. The identification may be through means such as the person's social media name, character, profile or comments.

**Staff:** a Freelance artist who has a Letter of Agreement on a particular project or a member of the core team with an ongoing Letter of Agreement, with Doorstep Arts.

**Volunteer:** anyone who willingly spends time, unpaid, doing something that aims to benefit the environment or someone (individuals or groups).

### **1. What is Social Media**

Social media is online media designed to allow information to be shared, disseminated and created using highly accessible and scalable publishing techniques. Social media services include, but are not limited to:

- social and professional networking sites (e.g. Facebook, LinkedIn) including official and unofficial pages on social and professional networking sites that are set up by individuals, groups, clubs and societies
- blogs, including corporate blogs and personal blogs
- micro-blogging sites (e.g. Twitter)
- video and photo sharing sites (e.g. Flickr, YouTube, Tumblr)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google or Yahoo groups)
- instant messaging

These Procedures cover future social media systems, and access to social media by any means, including via computer, tablet, mobile phone, handheld or wearable device.

### **2. Doorstep Arts official social media**

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Doorstep Arts uses social media to fulfil its objectives: to raise awareness to the importance of theatre and promote arts-based projects and activities; promote training, employment and volunteering opportunities and promote third party complementary delivery in joint agency.

There are a number of official Doorstep Arts social media presences, which have restrictions on the creation and posting of content. These sites are managed on behalf of the Doorstep Arts team by Lead Artists in sessions.

The current list of official Doorstep Arts social media presences is:

- Facebook
- Twitter
- Instagram
- Vimeo
- SoundCloud
- Pinterest
- Google +
- WordPress

Staff and volunteers may engage with official Doorstep Arts social media sites in compliance with these Procedures, and in keeping with the mission and best interests of the organisation. Contributions must be topically related to the particular site or blog article.

### **3. The use of social media**

The use of Social Media by staff and associates will have a connection with Doorstep Arts (and be covered by these Procedures) in each of the following circumstances:

- If the social media site is established or used as a Doorstep Arts social media site;
- If the content of the social media is specifically about Doorstep Arts or its staff or volunteers, in whole or in part; and/or
- If a person identifies themselves as being associated with Doorstep Arts (e.g., as a staff member or volunteer).

Any content (informational or photographic) will always be publicised primarily via the official social media presences listed in 2. above - not via staff/volunteer's accounts in any social media platforms.

a. Doorstep Arts reserves the right to request the removal of any content that is deemed in violation of these Procedures.

b. The opinions and/or views expressed by staff and/or volunteers (including Advisory Board) on their own personal and/or professional Social Media platforms, including, but not limited to, Facebook, Twitter, YouTube, LinkedIn, and blog pages, represent the thoughts of individuals, and not those necessarily of Doorstep Arts or members of its respective board

of directors. The opinions and views expressed on these pages do not in any way reflect the views of the site they are posted on, other sites affiliated with the site, the staff involved with maintaining the site or any members of the site.

#### **4. Professional use of Social Media**

- a. Adding 'Doorstep Arts' to a profile as an employer or place of volunteering creates a live link which can be searched for by any third parties. It is therefore required that staff and volunteers keep personal accounts separate and refrain from inappropriate posts/comments on their professional accounts.
- b. Staff and volunteers will not, in their professional accounts, accept 'friend/follow requests' from children under the age of 13 nor from individual or collective parties they do not know as any information in their accounts will automatically be known to these individuals or collective parties.
- c. Staff and volunteers will not post information (including photographic and video material) of sessions or events delivered by Doorstep Arts or any sites we use, unless this information has been shared with them through any of the accounts listed in 2. above.

#### **5. Managing and reporting issues in Social Media**

If a significant issue arises within social media, particularly one affecting or implicating the Doorstep Arts or its staff, volunteers or activity participants, the following steps are recommended:

- a. Identify the level of issue, those discussing the issue, the platform used and the extent of the commentary along with any legal ramifications.
- b. Follow the conversations to maintain a clear and current understanding of what is being discussed.
- c. Contact the Communications officer who will assess commentary for accuracy / defamation / legal issues / organisational sensitivities.
- d. If a sensitive or negative issue is being discussed in a public or social media platform, responding can often inflame the issue by making the 'protestors' believe Doorstep Arts is 'worried' about their discussion, will change a decision and the like. Staff members and volunteers should always hesitate before responding so as to ensure consistent messages, adherence to approval processes and sensitivities are considered.
- e. Social media is also an extremely effective tool for dealing with crisis management in order to communicate swiftly and to a large network at short notice, and the Communications officer will act in the event of a crisis.

#### **7. Use of images and /or video**

- a. Doorstep Arts will not knowingly publicise images or videos of individuals whose images are identifiable without prior consent taken during the course of our sessions.

- b. Doorstep Arts will not post content that might be embarrassing to an individual or that could be construed as placing an individual in a negative or false light.
- c. Staff members or volunteers should not post content in their professional accounts that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used, without permission.

## 8. **Best practice guidelines**

For a successful social media presence, staff and volunteers should:

- a. Be accurate and timely: provide accurate information on time as this is expected from the audience, and not publish misleading information.
- b. Be respectful: be professional and respectful at all times as this can directly reflect on the individual posting the message and/or the Doorstep Arts and its institutional voice.
- c. Follow the conversations to maintain a clear and current understanding of what is relevant and of interest to the community.
- d. Recognise that online content can and will live forever: be aware that the Internet is not anonymous, and acts as a permanent record. Everything written on the web may be traced back to its author even after it has been deleted. Information is backed up often and repeatedly, and posts in one forum are usually replicated in others through trackbacks and reposts or references.
- e. Separate the personal from the professional: there is no clear line between a staff members' or volunteer's work life and personal life. One should always be honest and respectful in both capacities. Finding the actual identity of a poster from a few posts and a screen name is not impossible. This creates an avenue for outside parties to link personal writings to those a person has done in a professional capacity. Staff members and associates should always write keeping in mind that other people may know their identity and it is not anonymous. They should never write anything that they would not say openly to all parties involved.
- f. Avoid hazardous materials: refrain from posting or linking to any materials that are defamatory, threatening, harassing, indecent, discriminatory, infringe copyright, constitute contempt of court, or are otherwise unlawful.
- g. Keep confidentiality: refrain from posting any confidential information.
- h. Be aware of privacy obligations: these should always be considered prior to posting information on any social media platform especially if the identity of an individual can be ascertained from the information provided. In particular, personal information gained through employment or volunteering with Doorstep Arts should not be posted in social media.

**Failure to adhere to this policy and procedure can result in disciplinary action.**  
***(Reviewed June 2024)***