

# SHEFFIELD YOUTH ORCHESTRA



## SOCIAL MEDIA POLICY

Chair Person: Debbie Thomas	Signed:
Safeguarding Officer: Ali Heath Cook	Signed:

Council Approved Date: February 2018  
Council Reviewed Date: February 2019

Registered Charity No. 501699

**Sheffield Youth Orchestra** uses social media in its work and recognises that those who are involved in its work may also use social media, either as part of their role or in their private lives. A written policy is therefore required for all player members, council members and volunteers on the acceptable use of social networking withing the organisation.

Sheffield Youth Orchestra encourages the responsible use of social media. The purpose of this policy is to set out what Sheffield Youth Orchestra expects from its player members, council members and volunteers when using social media. It is important to remember that we are all ambassadors for Sheffield Youth Orchestra and that social media is never private.

### **This policy is solely for Sheffield Youth Orchestra and aims to:**

- give clear guidelines on what player members, council members and volunteers can say about the organisation;
- comply with relevant legislation and protect all involved in Sheffield Youth Orchestra;
- help Sheffield Youth Orchestra manage performance effectively;
- help player members, council members and volunteers draw a line between their private lives and their involvement with Sheffield Youth Orchestra;
- protect Sheffield Youth Orchestra against liability for the actions of player members, council members and volunteers;
- be clear about sensitive issues, such as monitoring and explain how problems with inappropriate use will be addressed.

#### **1. Policy Statement**

1.1 Sheffield Youth Orchestra recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our work using a wide variety of social media, such as Facebook, Twitter, blogs and wikis etc<sup>1</sup>. This policy aims to protect individuals within Sheffield Youth Orchestra in any role and to encourage you to take responsibility for what you write, exercise good judgment and common sense. (See Section 5)

1.2 Inappropriate use of social media can pose risks to our confidential and proprietary information and reputation, and can jeopardise our compliance with legal obligations. To minimise these risks, to avoid loss of work time and to ensure that our IT resources and communications systems are used only for appropriate business purposes, we expect player members, council members and volunteers to adhere to this policy.

<sup>1</sup>Wiki is a piece of server software that allows users to freely create and edit web page content using any web browser.

## **2. Who is covered by the Policy?**

This policy covers player members, council members and volunteers.

## **3. Scope and purpose of the Policy**

3.1 This policy deals with the use of all forms of social media, including Facebook, YouTube, Twitter and all other social networking sites, and all other internet postings, including blogs.

3.2 It applies to the use of social media both for player members, council members and volunteers and personal purposes, whether while being a player member, council member, volunteer or otherwise. The policy applies regardless of whether the social

media is accessed using our IT facilities and equipment or equipment belonging to player members, council members and volunteers.

3.2.1 If a player member, council member or volunteer is found to be in breach of this policy the Safeguarding Officer will address this using the procedures set out in the Sheffield Youth Orchestra Safeguarding Policy.

3.2.2 Player members, council members and volunteers may be required to remove internet postings which are deemed to constitute a breach of this policy.

3.2.3 This policy links to all other policies therefore social media should never be used in a way that breaches any of our other policies such as equal opportunities, data protection etc.

## **4. Personnel responsible for implementing the Policy**

4.1 The Safeguarding Officer and all council members have a specific responsibility for operating within the boundaries of this policy, ensuring that all player members, council members and volunteers understand the standards of behaviour expected of them and taking action when behaviour falls below this.

4.2 All player members, council members and volunteers are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to your Safeguarding Officer.

4.3 Any content which raises a safeguarding concern must be reported to the Safeguarding Officer, in line with the reporting procedures outlined in Sheffield Youth Orchestra's Safeguarding Policy.

## **5. Guidelines for responsible use of social media**

The following sections of the policy provide player members, council members and volunteers with common-sense guidelines and recommendations for using social media responsibly and safely.

5.1 We want you to help protect Sheffield Youth Orchestra's reputation. Player members, council members and volunteers **MUST NOT** post disparaging or defamatory statements about:

- a) Sheffield Youth Orchestra;
- b) Sheffield Youth Orchestra, its staff, our clients, player members, council members and volunteers past or present;
- c) Suppliers and vendors;
- d) Other affiliates, trustees or patrons.

5.2 Player members, council members and volunteers should also avoid social communications that might be misconstrued in a way that could damage the reputation of Sheffield Youth Orchestra, even indirectly.

5.3 Player members, council members and volunteers are personally responsible for what they communicate in social media (as part of their role or on personal sites). Remember that what you publish might be available to be read by the masses (including Sheffield Youth Orchestra), colleagues, volunteers, future employers and social acquaintances for a long time. Keep this in mind before you post content.

5.4 A publicity consent form must be obtained prior to posting images or text which

may be used on social media.

5.5 Sheffield Youth Orchestra does not permit tagging of vulnerable adults or anyone under the age of 18 without prior consent.

5.6 There is no obligation for player members, council members and volunteers to link their personal social media to any Sheffield Youth Orchestra social media.

5.7 Player members, council members and volunteers are not permitted to set up social media accounts for work purposes without prior consultation with their Safeguarding Officer.

5.8 If you disclose your affiliation as a player member, council member or volunteer of Sheffield Youth Orchestra, you must also state that your views DO NOT represent those of Sheffield Youth Orchestra. For example, you could state, “the views in this posting do not represent the views of Sheffield Youth Orchestra.” You should also ensure that your profile and any content you post are consistent with the image you present to those you associate with at Sheffield Youth Orchestra.

5.9 You can only use the Sheffield Youth Orchestra email address if your role involves using social media on behalf of the organisation.

5.10 You are responsible for the security settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.

5.11 Remember that you must respect confidentiality at all times and protect confidential information. You should be mindful of Data Protection issues, if in doubt speak to your Safeguarding Officer. Confidential information includes things such as unpublished details about our work, details of current projects, future projects, financial information or information held on our player members, council members and volunteers.

5.12 Avoid posting comments about sensitive Sheffield Youth Orchestra related topics, such as our performance. Even if you make it clear that your views do not represent those of Sheffield Youth Orchestra, your comments could still damage our reputation.

5.13 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with the Safeguarding Officer.

5.14 If you see content in social media that disparages or reflects poorly on Sheffield Youth Orchestra or our player members, council members and volunteers, you should report it to the Safeguarding Officer. All player members, council members and volunteers are responsible for protecting our reputation.

5.15 The contact details of business contacts made during the course of your involvement with Sheffield Youth Orchestra are regarded as our confidential information, and as such you will be required to delete all such details from your personal social networking accounts, should you finish being a player member, council member or volunteer of Sheffield Youth Orchestra.

5.16 Contact details of player members, council members and volunteers are subject to data protection. No one is permitted to access or store information on player members, council members and volunteers that would breach data protection.

## **6. Personal use of social media in the orchestra's environment**

6.1 We recognise that player members, council members and volunteers may occasionally desire to use social media for personal activities in the orchestral rehearsal time or by means of our computers, networks and other IT resources and communications systems. We authorise such occasional use during rest breaks so long as it does not involve unprofessional or inappropriate content and does not interfere with your role as a player member, council member or volunteer. You should not use Sheffield Youth Orchestra's IT resources and communications systems for any matter that you wish to be kept private or confidential.

6.2 If using social media while being a player member, council member or volunteer circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organisations unrelated to Sheffield Youth Orchestra's work is also prohibited.

### **Disclaimer**

Reasonable precautions have been taken to ensure information in this publication is accurate. However, it is not intended to be legally comprehensive; it is designed to provide guidance in good faith, without accepting liability. If relevant, we therefore recommend you take appropriate professional advice before taking any action on the matters covered herein.