

# Halifax Thespians Social Media Policy.

## **Halifax Thespian rules applicable to this policy include:**

3.2 The name of the Company shall not be used by members in connection with any matters not definitely under the auspices of the Company except with the consent of the Board of Directors.

3.3 Members are expected to be positive when referring to the Company and its activities within all forms of social media. Members bringing the Company and activities into disrepute within social media may have their membership rescinded by the Board of Directors and/ or may be debarred from taking part in any of the activities of the Company including sitting on any committee, hold any office, have any voting powers at the Annual General Meeting or Special General Meeting or take an acting part or other role in a production.

## **What is social media?**

“Social media is interactive technologies that facilitate the creation, sharing and aggregation of content (such as ideas, interests, and other forms of expression) amongst virtual communities and networks. Common features include:

- Online platforms that enable users to create and share content and participate in social networking.
- User-generated content—such as text posts or comments, digital photos or videos, and data generated through online interactions.
- Service-specific profiles that are designed and maintained by the social media organisation.

Social media helps the development of online social networks by connecting a user's profile with those of other individuals or groups.

**This is a policy for the Halifax Thespians, Halifax Playhouse and for any project or production bearing the name of The Halifax Thespians or Halifax Playhouse.**

This includes:

- Performances
- Online content
- Video
- Images
- Audio

This list is not exhaustive.

For the purposes of this policy, social media includes any online platform used by the social media team and any cast, crew and production team, including:

- Meta (Facebook/Instagram/Threads/Messenger)
- Tiktok
- YouTube
- Whatsapp
- X

Any other social media platforms present and future, including those to convey instant messages.

The social media team includes:

- Publicity Manager
- Social media manager
- Anyone tasked with Social media activity by the above.

These are, and shall remain voluntary roles.

- Intellectual property:

Anything produced in the name of The Halifax Thespians or Halifax Playhouse belongs exclusively to the Halifax Thespians, pertaining to our productions, online use of the names, branding, imagery or any of our intellectual property, may not be used without explicit written permission, from the publicity manager. This excludes the personal sharing of content from our official social media platforms, and permitted distribution.

- Input from members:

We welcome creative input from other members in relation to any of our productions, but this must be in line with our policy. The responsibility for the social media accounts lies solely with the publicity teams designated persons, and they will choose and post content that is appropriate and in line with this policy, the final decision for any content lies with the publicity team. If there is a complaint or feedback about content, this should be directed to [publicity@halifaxplayhouse.org.uk](mailto:publicity@halifaxplayhouse.org.uk) or [socialmedia@halifaxplayhouse.org.uk](mailto:socialmedia@halifaxplayhouse.org.uk) as soon as possible.

Any Halifax Playhouse or Thespians video content must include the Halifax Playhouse logo, and Halifax Thespians must be acknowledged as the producer of any shows relating to our annual programme, and any extra productions that we might add to the annual programme.

Any video or photographic content will be credited to the creator.

- Inappropriate content:

No content should ever be posted on charity/business channels, by the publicity team or anyone else, that is discriminatory, wilfully offensive or politically driven or detrimental to the charity in any way whatsoever. Posting of discriminatory, wilfully offensive, political or detrimental content will be deemed gross misconduct. If any content is deemed harassment or a hate crime the police may be informed.

- Online publicity for in-house performance and productions:

The social media manager or an appointed team member can attend any rehearsal, with notice and consultation with the director, to take snapshots, interview cast and arrange promotional events.

- Online publicity for external lets:

We are not paid usually to promote external lets, but welcome tagging, mentions, checking in, and shares on all our platforms. We will promote calendar events but will not promote external lets in depth. We can arrange additional paid promotion, via [publicity@halifaxplayhouse.org.uk](mailto:publicity@halifaxplayhouse.org.uk) if required.

### **WhatsApp Communities:**

Playhouse WhatsApp Communities should be used for all Playhouse and Thespian business activity.

Included but not limited to:

- Production including cast and crew
- Stage, set building and buildings/estates maintenance
- Casting and Play selection
- Front of house
- Bar
- Publicity

and all other areas of Halifax Playhouse and Halifax Thespians activity.

Personal WhatsApp groups, set up for Halifax Playhouse activity are not affiliated to the Halifax Playhouse or Thespians and we are not responsible for their content. However, members are responsible for ensuring that all communications are in line with Halifax Thespian policies, particularly Safeguarding.

All communications should be relevant to the business of the charity.

The Board expects Play specific WhatsApp groups to be closed once that production has finished, to meet General Data Protection Regulation (GDPR) requirements as these groups are using members' information. The guideline will be 2 weeks after a production is complete.

All WhatsApp community groups will be moderated by the relevant department head.

- Online safety:

Everyone is entitled to volunteer, without harassment, bullying or discrimination.

A definition of harassment by law is:

“Harassment is unwelcome behaviour based on race, colour, religion, sex (including pregnancy), national origin, age, disability, or genetic information. An action doesn't have to be illegal in order for it to be harassment. Harassment is any behaviour that creates a hostile work environment.” As per police.uk:

“For harassment to be committed, there must be a 'course of conduct' (i.e. two or more related occurrences). The information does not necessarily have to be violent in nature but must be oppressive and need to have caused some alarm or distress.”

Online bullying, discrimination, harassment including screenshotting of images or messages by individuals, within Thespian and Playhouse Whatsapp groups, with the purpose of belittling, discrimination, hate crime, bullying or harassment of members of the society, or public, will be considered gross misconduct. Under rule 3.3, the Board of directors will ultimately determine if the nature of such communication is offensive, based on reasoned investigation and communications.

- Complaints and feedback:

Any complaints or feedback received on any social media platform, will be passed to the appropriate head of department or officer of the board:

Safeguarding - Safeguarding officer

Health and Safety - H and S officer

Gross misconduct or harm to any person or property in our care - Chairperson

Paid staff - Chairperson

Business related, including premises viewing & booking & box office - Business Manager

Publicity, promotion, printing, advertising- Publicity manager

Social media - Social Media Manager

Plays, casting and performance- Artistic Director

Technical/Stage - Stage Director

Repairs, cleaning, building- Buildings Manager

Bar and Studio Bar - Bar Chairman

Front of house - Hospitality Manager

Financial - Treasurer

This policy is subject to change, and will be updated at regular intervals to meet the business needs.

Please contact [publicity@halifaxplayhouse.org.uk](mailto:publicity@halifaxplayhouse.org.uk) with any comments.