

Social Media Policy.

Policy:	Social Media Policy
Organisation:	New Plymouth Operatic Society
Last Update:	January 2023
Review Date:	January 2024

Background

New Plymouth Operatic (NPOS) uses Social Media extensively in order to connect with our members, ticket buyers and the general public. NPOS recognises the importance of the increased usage of electronic mediums to communicate, and encourages responsible and ethical online behaviour.

This policy sets out a framework for acceptable online behaviour where communications involve fellow NPOS members, volunteers, officials, sponsors, partners, staff and anyone else connected with our society. It covers guiding principles, usage, intellectual property, official MNZ social media, consideration for others and consequences of a breach of policy.

Application

This policy applies to all NPOS members, Board members, Heads of Department, Independent Contractors and participating volunteers involved in our productions and Society operations.

Purpose

The purpose of this policy is to:

- provide guidance to staff with respect to both personal and official NPOS use of social media, and
- set out the accountabilities and responsibilities of NPOS members, volunteers and contractors in relation to the Society's social media presence.

Definitions

In this policy:

- Social media means the collective of online communication channels, portals and websites dedicated to facilitating community-based interactions, sharing and collaborations. Social media allow people to socially interact, converse, network and share with one another online; some examples of social media sites and applications include Facebook, Facebook Messenger, YouTube, Twitter, Snapchat and Instagram.

Principles

- New Plymouth Operatic supports the use of social media as a way of facilitating communication and dialogue between its various audiences, e.g. members, ticket buyers, general public, sponsors, the business sector, the NZ theatre community and media, and of enhancing participation and engagement in musical theatre.
- NPOS members and volunteers must always be alert to the fact that postings on social media sites can be immediate, public and permanent, and any consequential actions to modify or delete content can aggravate and escalate situations.

Personal social media involvement

An NPOS member/volunteer using a social media site as a private individual:

- must not post confidential or proprietary information of or about NPOS, its members, volunteers (including former members and volunteers), independent contractors, or alumni which was acquired in the course of the individual's involvement with the Society.
- when posting about the Society, must do so in a professional manner and must always consider how the post may reflect on the Society; this is particularly relevant where the subject matter is controversial
- when posting about the Society, must not post in a negative, adverse or contravening manner, and must always consider how the post may reflect on the Society
- must consider the privacy of other volunteers, and must not post photos, videos, or details of internal conversations that may identify them without their permission
- must not use the NPOS logo or show logo or any other Society logo on personal social media pages without permission
- must ensure that any information posted about the Society is factually correct.
- may not upload any personal photos taken of rehearsals, performances or behind the scenes activities onto personal social media platforms until after the final night performance of that production.

New Plymouth Operatic social media sites or presences

New Plymouth Operatic has one official public facing social media site for each different social media type, one closed Members Only page for communications with financial members of the Society, and one closed Group for the purpose of Cast & Creative Team communications during show season.

- All matters relating to NPOS activities are to be posted through the correct single-presence channel. Individuals are not permitted to set up individual social media accounts for individual NPOS shows, performances, productions or events.
- An NPOS member/volunteer identified by the Board of Management as having access and responsibility for a Society social media site or presence must ensure that the information posted is:
 - up to date and includes appropriate links to the NPOS webpage
 - wherever possible, communicated in the first person
 - factually correct, and
 - authentic and professional in tone and style.
- Members must not reproduce photographs, videos, recordings, trademarks or other material protected by another person's or entity's copyright on any of NPOS's social media sites without first obtaining the appropriate permission.

Any member with responsibility and access for a Society social media site has authority to moderate any content on any Society social media site and to require the amendment or deletion of any posts that, in his or her opinion, pose a reputational risk to the Society.

Social Media monitoring

NPOS support free speech and engagement with others, however we reserve the right to remove any posts and comments that we deem to be offensive including:

- Violent, obscene, profane, hateful, suggestive or racist posts, links or images
- Comments that harass, defame or threaten any person or organization
- Off-topic or repetitive comments by an individuals or multiple users
- Solicitations, advertisements or endorsements of any commercial organization
- Comments that encourage illegal activity

Offensive users will also be blocked from our social network pages. Blocking or unblocking individuals will ideally be approved by the Board of Management.

New Plymouth Operatic is not responsible for the personal, political, organisational or religious beliefs of its members, fans and followers across our social networks.

Breach of Policy

NPOS continually monitor online activity in relation to the organisation and its members.

- Detected breaches of this policy should be reported formally in writing to NPOS at office@npos.co.nz
- Any breach of this policy may result in disciplinary action from NPOS. A breach of this policy may also amount to breaches of other NPOS policies.

Complaints

- Complaints about any aspects to do with the societies social media should, in the first instance, be addressed formally to New Plymouth Operatic in writing to office@npos.co.nz
- NPOS undertakes to treat all complains confidentially and with respect.
- An acknowledgement of receipt will be made to the complainant immediately on receipt of the complaint
- NPOS endeavors to investigate any complaints objectively and in a timely manner, and reply formally in writing and confidentially to the complainant within 2 weeks of the complaint being received.

Do's and Don'ts of Social Media Use

- All participants in social media act ethically at all time and with integrity, mutual trust
 - and respect for others.
- The organisation needs to be confident that the online activities of contractor, board
 - and committee members and participant volunteers do not undermine the interests of NPOS.
- Contributions made on line should be in a manner which enhances the NPOS reputation.
- Make sure that what you write about is accurate, truthful and is within your area of expertise.
- Never comment on legal matters.
- Never attack, defame, abuse, harass, stalk, threaten or otherwise violate the legal rights of players, clubs, employees, colleagues or external third parties via online activities.
- Do not post, upload, distribute or disseminate any inappropriate, profane, defamatory, discriminatory, false, misleading, infringing, obscene, indecent or unlawful material or information.
- Do not post any personal or sensitive details including but not limited to images where people can be identified without first having obtained permission to do so.
- Do not give rise to rumours or comment on rumours in any way – also, do not deny or confirm them.

Who should read this policy?

The following persons or groups must read and understand this policy in order to effectively discharge their duties to NPOS:

- Board & Trust members of the NPOS & TMTT
- All HOD's, volunteers and contractors involved in an NPOS production
- NPOS Administrator and General Manager
- NPOS Custodian
- NPOS Costume Hire Manager

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