


GREAT HORWOOD SILVER BAND**Social Media Policy****Document No: GHSB/SMP/001**

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1) Introduction

Social media is the term commonly given to website and online tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. Social media involves building communities or networks, encouraging participation and engagement. Social media encompasses Facebook, Twitter, YouTube, Myspace, Wikipedia, podcasts, emails, texts etc.

The growing popularity of social media has attracted the attention of organisations and individuals as these platforms can open up new opportunities for communication. The opportunities are indeed there and Great Horwood Silver Band (GHSB) itself utilises social media as a means of communication and to promote the organisation.

However, as well as the opportunities there can be pitfalls for example, where inappropriate comments or images are posted that cause offence or more seriously bring claims of defamation and libel.

The following guidelines are there to provide you with information to make responsible decisions and to get the best out of the tools available.

2) GHSB's use of social media

a) Website

GHSB has a website www.greathorwoodband.com which has content such as news and photos that we encourage members to view and share with friends and family and a Members Page.

b) Facebook page

We also have a Facebook page for www.facebook.com/GreatHorwoodSilverBand publicising GHSB news and events to as wide and public an audience as possible. Again we would encourage members who use Facebook to 'like' the page and 'share' content with as many other Facebook users as possible to spread the word about how great GHSB is.

c) Youtube page

GHSB has a personalised Youtube page where the public can listen to clips of performances.

NB: All the above do not allow content to be added to them other than by a limited number of authorised users and therefore carry a minimal risk of content being inappropriate.

e) WhatsApp group

GHSB also uses WhatsApp as a means of communication to band members. This is a closed group meaning participants need to be invited to join the group in order to gain access to these communications and to make postings or comments. Please speak to your bandmaster or member of the committee if you would like to be invited to join this group.

As this facility does allow participants to make comments, it is important that you follow the policies and guidelines outlined in this document when using this facility.

f) Emails and Texts

Emailing is another method of electronic communication between, primarily the bandmasters and GHSB members. Occasionally texts may also be used as a means of communication particularly if out at an event.

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As emails in particular can have a habit of unintentionally being forwarded to unintended recipients due regard should be given to the policies and guidelines when using email. Particular care should be taken if you need to communicate anything that may be of a sensitive or private nature. If you do receive an email that contains content of sensitive or private nature that is clearly not intended for you, please do the respectful thing and delete it immediately unless you consider it to be a matter of serious concern in which case, please raise this privately with the GHSB Chairperson or another appropriate member of the committee.

Use of electronic communication with children, young people and adults at risk

Communication by electronic means or by texting will not be used with individual children under the age of 18. All communication in these forms will be via their parents/carers.

The rest of the principles relate to group communication or to individual communication with adults at risk and young adults aged 18 and over. The key point is that communication should be in a context of transparency and accountability.

- Leaders, staff and volunteers should not share their personal phone numbers with anyone under 18; communication that needs to be made electronically should be via email and parents should be copied in
- Electronic communication should only be used for reasons relating to band business and not for general socialising purposes
- Other members of the band leadership team should be aware of the situations in which these means of communication are being used
- Leaders, staff and volunteers should not invite young people and adults at risk to their personal social networking page and should politely decline requests from any young person under the age of 18, explaining that this is band policy
- Where possible, group pages should be used on social media for communicating
- Care should be exercised in posting to Facebook, Twitter etc as comments made on the spur of the moment may not always come out as intended and can be passed on extremely quickly around a large audience
- Communication by electronic means with young people should never take place during school hours and should be kept within the hours of 9am – 9pm
- Where possible, email and messaging should take place to and within groups rather than individuals
- Webcams will not be used where an online platform is used for one-to-one conversations
- Records of communications will be kept just as they would be for written communication. If a staff member's or volunteer's mobile phone does not allow text messages to be saved, then a written record should be kept
- The principles for the use of social media will be communicated to children, young people and adults
- Any content which raises a safeguarding concern should be reported to the band's Safeguarding/Welfare Officer using the procedure outlined in the band's safeguarding procedures.

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3) Principles

These principles apply to your participation in the social media used by GHSB and any other social media you use in your own private capacity in the context of you being a member of Great Horwood Silver Band (GHSB) and set out the standard of behaviour expected in representing GHSB. You should participate in the use of social media in the same way as you would with other media or public forums such as giving public presentations or speaking at public events.

We encourage positive representation and promotion of GHSB and therefore welcome members with building upon this through use of social networking websites. You are representing GHSB, and we trust you to act accordingly.

4) Guidelines

Information published online can be accessed around the world within seconds and will be publicly available for all to see. Even information that was originally only intended to be seen by a select number of recipients has the potential to be shared, re-quoted or reposted including on other social networking sites. Comments on social media can remain in the public domain for a considerable length of time.

As a member of GHSB you MUST consider the following when using social media.

- You must ensure that your social media activities do not cause offense/harm GHSB any of its members.
- Any photos or posts that you wish to add to the GHSB Facebook group will need to be authorised by one of the administrators first.
- No videos or recordings of GHSB should be put on any social media website without permission from the Committee of GHSB.
- Social media should be used for positive comments about GHSB, please do not get into discussions about anything that could be detrimental to VCB.
- If asked by the GHSB Committee you should remove any posts that they consider to be inappropriate or they deem to be harmful to the reputation of GHSB. Failure to do so could result in disciplinary action.
- Enjoy social media, it is a great way to spread the news about the wonderful organisation we all belong to.

5) GHSB's duty to its members

If you have been adversely affected by comments or images that have appeared on any forms of social media in connection with your membership of GHSB or you are concerned that comments or images on any forms of social media cause offence/harm to GHSB or any of its members, then please raise this with the GHSB chairperson or another appropriate member of the GHSB committee at the earliest opportunity. We will endeavour to rectify the situation.

If you have a requirement or preference that your image or name is not used in social media utilised by GHSB please advise the GHSB chairperson or another appropriate member of the GHSB committee so that due regard can be taken of your wishes