



NYSO TEAM SOCIAL MEDIA POLICY

December 2020

Introduction

NYSO has Facebook, Twitter, and Instagram accounts which enable us to create and share content (words, images and video content) relating to our activities, and engage with our followers through our posts; crucial to the success of communicating NYSO's work. Our team participates in social media during residencies to update our pages and to raise our profile.

This policy is intended for NYSO's team members and trustees and applies to posts on NYSO and personal devices. It sets out guidelines on using social media to promote NYSO, and its use by our team in both an official and personal capacity. It is designed to protect our students, team members, and the orchestra from any safeguarding or legal issues.

Before engaging in NYSO related social media activity, team members must have read this policy in conjunction with our Privacy, Child Protection, and Photography and Video policies.

NYSO aims to review this policy annually.

Why do we need a social media policy?

The difference between personal and official positions or opinions can become blurred on social media. We encourage the use of social media by our team, but we have certain standards which we require everyone to observe.

Guidelines

Using NYSO's social media channels — appropriate conduct

- NYSO's Music Director and Pastoral Director are responsible for setting up and managing our social media channels. Questions about any aspect of these channels should be directed to them.
- Be an ambassador for our orchestra. Team members should ensure they reflect our values in what and how they post. All posts must have a purpose and a benefit for NYSO and accurately reflect who we are.
- Bring value to our followers by posting relevant content. Always pause and think before posting and remember that follower questions or comments must only be handled by the directors.



- Only the directors may post content about third parties but not without their express permission. When sharing information about these organisations, content should be clearly labelled so our followers know it has not come directly from us.
- If using videos or photos that clearly identify a student, team members must ensure that parental or guardian consent has been given before posting them; information the Pastoral Director can provide. See our Photography and Video Policy for more information.
- Always check facts and be honest; never assume that material is accurate. Take reasonable steps to seek verification.
- Refrain from offering personal opinions via our social media accounts, either directly by commenting, or indirectly by 'liking', 'sharing' or 'retweeting'. If in doubt about our position on a particular topic, speak to one of our directors.
- Team members should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on our behalf. This could confuse messaging. By having official accounts, we can ensure consistency and focus on building a strong following.
- We are not a political organisation and do not hold a view on party politics or have any affiliation with or links to political parties.
- If a complaint is made on our social media channels, team members should inform the directors who will respond appropriately.
- Issues on social media can escalate into a crisis situation if they are sensitive or risk serious damage to our reputation. The nature of social media means that complaints are visible and can spread quickly and not acting can be detrimental to us. The directors monitor our social media spaces for posts in which we are mentioned so we can catch any issues or problems early. In such cases the directors will take action to resolve the situation.



Use of personal social media accounts — appropriate conduct

We do not intend to inhibit personal use of social media but instead flag up those areas in which conflicts might arise. Team members are expected to behave appropriately, and in ways that are consistent with our values and policies, both online and in real life.

- It is not appropriate for a current NYSO team member to send or accept a 'friend request' to or from a current NYSO student. This has potential safeguarding implications for team member, student, and orchestra alike.
- Information made public could affect how people perceive us. When using personal accounts to promote and talk about our work, please use a disclaimer. For example, "The views expressed on this site are my own and don't necessarily represent NYSO's positions, policies or opinions."
- Team members who have a personal blog or website which indicates in any way that they work with us should discuss any potential conflicts of interest with the directors.
- Team members who may be well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing NYSO's view.
- Use common sense and good judgement. Be aware of your association with us and ensure your profile and posts are not likely to conflict with ours.
- If a team member is contacted by the press about their posts relating to NYSO, they should talk to a director immediately and under no circumstances respond directly.
- We are not a political organisation and do not hold a view on party politics or have any affiliation with or links to political parties. When representing us, our team is expected to hold our position of neutrality.
- Never use NYSO's logo unless approved to do so.
- Always protect yourself and the orchestra. Be careful with online privacy and when sharing personal information. Posts are widely accessible and visible for a long time. Consider the content carefully.
- Think about your reputation as well as NYSO's. Express your opinions and deal with differences of opinion respectfully. Do not insult or treat people badly.



- We encourage our team to share tweets and posts that we have issued. You might also see other opportunities to support us and the work we do. Where appropriate, and using the guidelines within this policy, we encourage our team to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the directors who will respond as appropriate.

Copyright law

It is critical that all team members abide by copyright laws under current legislation. Never use or adapt someone else's images or written content without permission and always remember to acknowledge the source/author/resource citation where permission has been given to reproduce content.

Confidentiality

Any communications that team members make in a personal capacity must not breach confidentiality. Depending on severity, breaches may lead to disciplinary action. Please refer to our Privacy Policy for further information.

Discrimination and harassment

Team members should not post content that could be considered discriminatory, or as bullying or harassment, on either an official NYSO channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting discriminatory or offensive images, or links to such content.

Protection and intervention

The responsibility for protection and intervention lies first with the social networking sites themselves who offer different models of interventions in different areas. However, if a team member considers that a person/people is/are at risk of harm, they should report this to the Pastoral Director immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites such as bullying, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.



Where known, when communicating with young people under 18-years-old via social media, our team should ensure the online relationship follows the same rules as the offline 'real-life' relationship. If a team member believes a student may be at risk whilst online, they should communicate this to the Pastoral Director immediately as this could be a Child Protection matter. Please refer to our Child Protection Policy for further information.

Responsibilities and beach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of NYSO must be treated with respect. Breaches of policy may incur disciplinary action, depending on the severity of the issue. Team members who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the directors.