



National Youth String Orchestra

STUDENT SOCIAL MEDIA POLICY

Reviewed December 2020

Introduction

Social media accounts enable us to create and share content (words, images and video content) relating to our activities, and engage with our followers through our posts. Sharing posts relating to NYSO is crucial to the success of communicating our work. Using their own accounts, we encourage our students to contribute to raising our public profile.

This Student Social Media Policy is intended for NYSO's students and applies to posts on all social media platforms relating to our residencies, activities, and concerts. It sets out guidelines on using social media in relation to NYSO and is designed to help protect our students, team members, and the orchestra from any safeguarding or legal issues.

Before taking part in our residencies, our students must have read this policy in conjunction with our Privacy, Child Protection, and Photography and Video policies.

This policy will be discussed on the first day of the residency.

NYSO aims to review this policy annually.

Why do we need a social media policy?

Social media is a powerful tool for sharing content online. We encourage the use of social media by our students, but we have certain standards which we



require everyone to observe. This policy details those standards and attempts to convey our expectations of our students on social media.

Guidelines

Using social media channels — appropriate conduct

- Be an ambassador for our orchestra. Students should ensure they reflect our values in what and how they post and posts must accurately reflect who we are.
- Bring value to NYSO's followers when posting related content. Always pause and think before posting.
- If using videos or photos that clearly identify a fellow student, you must ensure that parental or guardian consent has been given before posting them; information the Pastoral Director can provide. It is also vital that no students are tagged in the content. 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.
- Students should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on our behalf as 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.
- Issues on social media can very quickly 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 rapidly. Not acting can be detrimental to yourself and us. Inform either the Music Director or Pastoral Director if such a situation arises.

Use of personal social media accounts — appropriate conduct

We do not intend to inhibit personal use of social media but to flag up those areas in which conflicts might arise. Students are expected to behave appropriately, and in ways that are consistent with our values and policies, both online and in real life. Any posts in breach of this policy will be deleted.

- Content which depicts the private living space of any student must never be posted on social media under any circumstances. All posts must be of content produced in neutral spaces outside of student accommodation.
- Similarly, images, including video, must never be taken in the vicinity of changing spaces or swimming pools when students or team members are using the facility. The same restrictions apply in relation to changing spaces at residency and concert venues.
- It is not appropriate for a current NYSO student to send or accept a 'friend request' to or from a current NYSO team member. 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."
- Students with a personal blog or website which indicates in any way that they are affiliated with NYSO should discuss any potential conflicts of interest with the directors.
- 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 contacted by the press about their posts relating to NYSO, students 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 you are expected to hold our position of neutrality.
- Never use NYSO's logo unless approved to do so.



- Always protect yourself, your fellow students, 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.
- Express your opinions and deal with differences of opinion respectfully. Do not insult or treat people badly. Any person found to be behaving in a disrespectful or insulting manner may face disciplinary action and, depending on severity, an individual may be removed from the residency.
- We encourage students 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 students to do this as it provides a human voice and raises our public 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 students 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 students 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

Students should not post content that could be considered discriminatory in nature, or as bullying or harassment of any type. Such behaviour will not be tolerated. For example:

- making offensive or derogatory comments relating to sex, gender, orientation, race, disability, sexual orientation, age, religion or belief.
- using social media to “troll” * or bully another individual or group of individuals.
- posting discriminatory or offensive images or recordings, or links to such content.

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.

If a student believes another student may be at risk whilst online, they should communicate this to the Pastoral Director immediately. Please refer to our Child Protection Policy for further information.



Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media must be treated with respect. Breaches of policy may incur disciplinary action, depending on the severity of the issue.

Students who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the directors.

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 student considers that a person/people is/are at risk of harm, they should report this to the Pastoral Director immediately.

*A **social media troll** is someone who purposely says something controversial in order to get a rise out of other users.

***Trolling is defined** as creating discord on the Internet by starting quarrels or upsetting people by posting inflammatory or off-topic messages in an online community.