

Bretforton Silver Band – Social Media Policy

Date policy reviewed/updated: 5th February 2024.

Next review due for policy: 5th February 2025.

1. Scope

This policy applies to all individuals associated with the band, including band members, life members, Bret Set Go members, trustees, individuals using band facilities, and members of the band's supporters club.

2. Purpose

2.1 Establishes guidelines and expectations for positive and professional social media use to uphold the band's reputation and ensure responsible and respectful behaviour.

2.2 This policy covers the use of all forms of social media and messaging services, including Facebook, Facebook Messenger, Instagram, WhatsApp, Twitter, TikTok, YouTube, and other social networking sites, internet postings, and blogs. It applies to both band-related and personal use of social media that may impact the band in any way.

3. Roles and Responsibilities

3.1 The band committee is responsible for monitoring and reviewing the implementation of this policy, making recommendations for change, and minimising risks associated with social media use. The committee will periodically review the policy to ensure compliance with legal requirements, best practices, and advancements in social media and technology. Any questions regarding the policy should be directed to the band committee.

3.2 Individuals who experience harassment or derogatory comments via social media or come across such posts referencing the band, or its members should report them to the band committee or a band officer. Misuse of social media should also be reported to the band committee or a band officer.

3.3 Designated individuals, appointed by the band committee or a band officer, are responsible for managing and posting content on official band social media accounts.

4. Guidelines for Responsible Use of Social Media

4.1 Show respect to others when making statements on social media and understand that you are personally responsible for all communications published on the internet. Even on personal social networks and messaging services, like Facebook and WhatsApp, be aware that posts can be shared outside of your network through screenshots.

4.2 When engaging with the public on personal social media accounts regarding the band, maintain a respectful and courteous tone. Use appropriate language and consider how certain statements or language could be misconstrued or taken offensively.

4.3 If you disclose your affiliation with the band on personal social media accounts, exercise caution in conversations and posts, as personal opinions may be perceived as representing the band or its official stance.

4.4 When using social media for personal purposes and not as a band member or officer, do not imply that you are posting on behalf of the band or as a band member.

4.5 Be aware that social media users can connect your affiliation with the band to other social media postings. Even if you don't explicitly state your affiliation, you may still be identified as belonging to the band.

4.6 If you are unsure or concerned about the appropriateness of any statement or posting, refrain from posting until you have discussed it with the band committee or a band officer.

4.7 Regularly review and manage the privacy settings on social media platforms to have control over the use of your personal information. Check privacy settings before using a particular service and review them regularly, especially when new settings are introduced.

5. Guidelines for Personal Use of Social Media

5.1 During band rehearsals or engagements/performances, refrain from engaging in unreasonable personal use of social media.

5.2 Avoid using personal accounts to engage in public disputes or controversies involving the band or its members.

6. Guidelines for Band Use of Social Media

6.1 If you are required to speak on behalf of the band in a social media environment related to a band operation, seek approval for such communication from the band committee or a band officer. The band committee may require you to undergo training before engaging in such communication.

6.2 Similarly, if you are contacted for comments about the band for publication anywhere, including social media outlets, redirect the inquiry to the band committee or a band officer and do not respond without approval.

7. Official Band Social Media Accounts

7.1 If you are designated as responsible for managing and posting content on official band social media accounts, ensure that you regularly monitor these accounts for comments, messages, or inquiries. Additionally, maintain consistent branding and messaging across all official band social media platforms.

8. Prohibited Use

8.1 Do not make any social media communications that could damage the band's interests or reputation, whether directly or indirectly.

8.2 Prohibited actions include defaming or disparaging the band, band members, life members, Bret Set Go members, trustees, members of the band's supporters club, or any third party. Do not use social media to harass, bully, or unlawfully discriminate against individuals or third parties. Avoid making false or

misleading statements, derogatory comments, or using offensive or inappropriate language in any social media communication. Impersonating band members or third parties is also prohibited.

8.3 Do not express opinions or provide advice on behalf of the band via social media unless expressly authorised to do so by a band officer.

8.4 Be cautious when providing advice on social media in a personal capacity, especially on matters related to the band's responsibilities. Such advice may be interpreted as reflecting an official band line. If there is a risk of misinterpretation, speak to a band officer as soon as possible.

8.5 Refrain from posting comments about sensitive band-related topics or engaging in any activities that jeopardize confidential information.

8.6 Avoid undertaking any activity that may bring embarrassment to the public image of the band.

8.7 Report any misuse of social media, such as derogatory posts or offensive comments about the band, band members, life members, Bret Set Go members, trustees, and members of the band's supporters club, as well as the deliberate or negligent disclosure of information about the band's activities that may harm its reputation, to the band committee or a band officer.

9. References

9.1 Band members should not provide references for other individuals on social or professional networking sites, in their role as a band member. Such references, whether positive or negative, can be attributed to the band and create legal liability for both the author of the reference and the band.

10. Frequently Asked Questions

10.1 Can I declare on social media that I belong to the band?

Yes, you can declare your affiliation with the band on professional-based social media platforms. However, ensure that your postings reflect a professional view of yourself and the band. Be mindful that people can connect your role to other social media accounts you use personally.

10.2 What should I do if I make a mistake on social media?

If you make a mistake on social media that may affect the band or its reputation, inform the band committee. Depending on the nature of the error and its connection to your role, the band committee will determine how to address it. Steps you could take include deleting the post and apologising for the mistake and seeking advice from the band committee or a band officer.

10.3 Will the band committee actively search social media for information posted by band members on personal accounts?

No, unless information is received that would require further investigation due to a breach of band rules or standards of conduct.

10.4 What should I do if a band member is sending me unwanted messages or posting disparaging messages about me on a social media platform/page?

If you experience harassment, bullying, or offensive behaviour from a band member on a social media platform/page, inform the band committee or a band officer. Support and advice will be provided to address the issue.

10.5 Why is the band concerned about things I might post on social media in a personal capacity?

Boundaries between band life and private life can become blurred when using social media. Your actions and posts have the ability to impact the band's reputation. It is important to use social media responsibly and be aware of the potential consequences of your online presence.

10.6 Are messages received via WhatsApp, Facebook Messenger, and similar applications covered by this policy?

In principle, all forms of social media and digital communication are covered by this policy, including WhatsApp, Facebook Messenger, and other similar applications. Although the content may be private, it can still be widely distributed if transferred to other social media platforms. Therefore, unacceptable, or inappropriate behaviour, such as sharing derogatory or discriminatory comments, is not excused by the privacy of these platforms.

Bretforton Silver Band hope these guidelines clarify the expectations and responsibilities regarding social media use for all band members, life members, Bret Set Go members, trustees, individuals using band facilities, and members of the band's supporters club. Please remember to consult the band committee or a band officer if you have any further questions or need assistance with social media-related matters.

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