



Social Media Policy

Our Commitment

At Mid Powys Youth Theatre (MPYT), we understand the popularity and usefulness of social networking websites such as Facebook, Twitter, Instagram, etc., and recognise many of our staff, freelancers, participants, and volunteers will use these sites to socialise with friends and to talk about their own experiences in life as they happen. It is important to ensure that we balance this with our duties and ensure that the reputation of MPYT, and its charitable provision, is not adversely affected and that we maintain positive relationships not only with external companies but between our colleagues, participants, and volunteers.

Purpose

The purpose of this guidance is to provide best practices for people to follow when using social media platforms on behalf of MPYT. MPYT's aims are to protect the charity's reputation, ensure compliance with relevant laws and regulations, and promote responsible and professional use of social media.

The Law

Use of social media is covered by a number of UK laws which authorised representatives and staff, freelancers, participants, and volunteers should abide by when using social media in relation to MPYT's activities. Members of these groups

should also be mindful of the fact that social media has no national boundaries, and that their posts may well be read in other countries, so it is good practice to ensure that posts are generally respectful of the diverse audiences they may reach.

As a very simple guide, you may be breaking UK law, if you post (or potentially repost) anything that may fall into any of the following categories:

- [Harassment](#) – not leaving someone alone.
- [Menacing behaviour](#) – writing something that may scare someone.
- [Threatening behaviour](#) – making someone believe that you were going to hurt them.
- [Grossly offensive comments](#) – making deeply unpleasant comments about a sensitive issue.
- [Libel](#) - a post is potentially libellous, if it is a false statement and may damage someone's reputation.
- [Defamation](#) - users may be sued for defamation, if they post an unsubstantiated rumour about someone.
- [Data protection](#) – breaching an individual's right to privacy.
- [Copyright](#) – posting material without permission that is owned by another person or organisation.

Who It Applies To

This applies to all staff, freelancers, participants, and volunteers who are authorised representatives of MPYT and who use social media platforms on behalf of the charity or reference the charity in their personal and social media activities.

Guidelines For Professional Conduct

Be Respectful

When engaging on social media, always be respectful and professional. Avoid engaging in personal attacks, offensive language, or discriminatory behaviour. Treat others with courtesy and respect. This includes the rights of any staff, freelancers, participants, or volunteers.

Protect Confidential Information

Do not share confidential or proprietary information about the charity, including financial information, customer data, or any sensitive internal information. Only share information that is publicly available or has been approved for public release.

Be Transparent

If you are posting content related to MPYT, make it clear that you are an employee or representative and that your views are your own, unless specifically authorised to speak on behalf of the charity.

Think Before You Post

Take a moment to consider the potential consequences of your posts. Be mindful that what you post online can be seen by a wide audience and can reflect on the company's reputation. When an authorised social media take-over is granted or organised within the company, those authorised will adhere to a code of conduct and all posts must be approved by the Artistic Director or management team. If in doubt, consult with the Artistic Director.

Respect Intellectual Property Rights

Do not use copyrighted material without proper permission or attribution. When sharing content, ensure that you have the necessary rights or licenses.

Protecting MPYT's Reputation

Disclaimers

When using your own social media account, include a standard disclaimer stating that the views expressed are your own and do not necessarily represent the views of MPYT, unless specifically authorised to speak on MPYT's behalf. Charity logos and trademarks must not be used without consent of the Artistic Director.

Non-Endorsement

Clearly state in the company profile information that shares or likes do not imply endorsement by MPYT unless explicitly stated.

Handle Negative Feedback Professionally

If you encounter negative feedback or criticism related to MPYT, respond professionally and constructively. Avoid engaging in heated arguments or personal attacks. If necessary, escalate the issue to the Artistic Director.

Compliance with Legal and Regulatory Requirements

Respect Privacy

Do not share personal or confidential information about staff, freelancers, participants, volunteers, or any other individuals without their explicit consent. Adhere to data protection laws and regulations. MPYT's Filming and Photography Consent Form covers our members for inclusion in social media posts unless otherwise specified. Endeavour to seek permission from freelancers, volunteers, and members of the general public, verbally or otherwise, before including them in social media posts relating to MPYT.

Intellectual Property Rights

Respect intellectual property rights, including copyrights, trademarks, and patents. Do not post or share copyrighted materials without proper authorisation.

Compliance with Company Policies

Ensure that your social media activities comply with MPYT's existing policies, including our Conflict of Interest, Equal Opportunities, GDPR, Safeguarding, and Welsh Language policies.

Moderation of Posts on Our Social Media

While we respect that diversity and difference of opinion have a place within MPYT and on social media platforms, we will not tolerate posts of an abusive or extremist nature, or those that incite violence or pose a risk to our members, volunteers, freelancers and the wider public. We will seek to remove posts that we consider to be harmful in these ways. Authority to remove posts will ultimately lie with the Artistic Director. At their discretion, a screenshot or record of the post may be taken before it is removed.

Version Control - Approval and Review

This policy will be reviewed by the board at least once bi-annually.

Version No.	Approved By	Approval Date	Main Changes	Review Period
1.0	Board	April 2025	Approved	Every 2 years

