THE CITY OF CARDIFF MELINGRIFFITH BRASS BAND | BAND PRES DINAS CAERDYDD MELINGRIFFITH

Registered Charity/Elusen Cofrestredig: 1083583

# City of Cardiff (Melingriffith) Brass Band ("*the Organisation*")
# SOCIAL MEDIA POLICY

## 1. Introduction

### 1.1 What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

### 1.2 Why do we use social media?

Social media is essential to the success of communicating the Organisation's work. It is important for some members to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of the organisation's work.

### 1.3 Why do we require a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to the organisation's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for any member who creates and posts social media content on behalf of the organisation. Before engaging in organisation-related social media activity, the member must read this policy.

### 1.4 Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of the organisation. It sets out what you need to be aware of when interacting in these spaces and is designed to help support and expand our official social media channels while protecting the charity and its reputation and preventing any legal issues.

## 2. Social Media Controls

### 2.1 Access to social media accounts

Access to the organisation's social media accounts is managed by the committee. Each band manager may nominate a representative to manage their band's social media content. Upon application to gain access, the committee will consider the benefit to the organisation of providing access to the social media accounts. Before posting on social media on behalf of the organisation, the user must read and agree to the social media policy.

At least two committee members will have administration access to each of the organisation's social media accounts to manage and approve access.

Users of the organisation's social media can post or delete content, control commenting, send and receive private messages, and view performance data.

### 2.2 Security

There must be at least two active users of social media who can access the organisation's social media accounts to mitigate against any access issues and allow content to be moderated, edited, or deleted as required.

Social media accounts must be password protected, preferably with 2-step verification. Passwords should not be shared.

### 2.3 Point of contact for social media accounts

The committee have ultimate control of the organisation's social media. Any queries or concerns should be directed to a committee member.

## 3. How Does the Organisation Use Social Media?

### 3.1 Objectives

The organisation uses its social media platforms to promote the work of the organisation, including but not limited to:

- Upcoming concerts and contests
- Vacancies and performance opportunities
- News items
- Fundraisers

The organisation may also share the work of other related organisations who conduct similar work and may be of interest to our followers.

### 3.2 Which social media platforms do we use?

The organisation uses the following social media platforms:

- Facebook - City of Cardiff Melingriffith Brass Band Organisation | Cardiff | Facebook - The Facebook platform is used to share news and events from all five bands. We may also share news and information from other related organisations.
- Twitter - Cardiff Brass (@CardiffBrass) / Twitter - Twitter is used to share short updates from the organisation and sharing content from other related organisations.
- Instagram - City of Cardiff Band (@cardiffbrass) | Instagram - Instagram is used to share pictures and videos of the organisation to promote and celebrate our work.
- YouTube - City of Cardiff Melingriffith Brass Band - YouTube - YouTube is used to publish video content of the bands.

### 3.3 Creating new social media accounts

New social media accounts may not be set up without permission from the committee. The committee will ensure that all social media accounts are linked to an organisation managed email address and that at least two committee members have administration access.

### 3.4 Creating and moderating online groups

The organisation may set up private groups for our members on social media platforms. Membership of these groups is on request. Group content is moderated by at least two individuals who have been appointed by the committee. Moderators have rights to grant access or remove individuals from the group, to remove posts and to turn off comments on posts.

### 3.5 Third-party content

From time to time, the organisation may share news and information from other related organisations, for example, to promote an event the organisation is involved in, or to provide information that may be of interest to our members. The social media user must consider whether the content is relevant to the organisation and whether it reflects the organisation's values and commitments before choosing to share it on the organisation's platforms.

The social media user may interact with relevant third-party content, for example where the organisation is tagged or mentioned in a social media post, by liking or responding to content.

## 4. Conduct on Social Media

### 4.1 Tips for using social media effectively

- Be an ambassador for our brand and reflect the organisation's values in what they post and use our tone of voice.
- Make sure that all social media content has a purpose and a benefit for the organisation, and accurately reflects the organisation's agreed position.
- Bring value to our audience(s). Answer their questions, help and engage with them.
- Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also, check the quality of images.
- Make use of content scheduling tools to avoid any overlap of content.

### 4.2 Inappropriate content

Users of the organisation's social media should not post or share content which is, or which could be regarded as:

- harmful
- inconsistent with the organisation's purpose or not in its best interests
- in breach of the law

Social media content should reflect the purpose and values of the organisation. The organisation does not hold or share views on subjects such as politics or religion.

### 4.3 Content involving children and young people

Parental permission should be sought before publishing any content that includes images or otherwise identifies children under 18 years old. The organisation collects parental consent annually. Before posting, content should be authorised by the band manager of the relevant band, who can check whether parental permission is held for the children involved in the content.

### 4.4 Communicating with children and young people online

Interactions with children under 18 years old online should follow the same rules as the relationship between the organisation and young people in real life. Users of the organisation's social media should familiarise themselves with the organisation's Safeguarding policy. Any concerns that arise as a result of online interactions should be communicated immediately to the organisation's safeguarding officer.

## 5. Responding to Social Media Incidents

### 5.1 Problematic content posted by the organisation's social media account

The organisation expects the controls set out in section 3 to be adequate for the majority of incidents on social media, allowing problematic content to be deleted.
The committee will consider whether the posting of the content constitutes a breach of conduct, as referred to in section 15 of the organisation's constitution, and act accordingly.
The committee will also consider the seriousness of the problematic content and decide whether a corrective statement should be published.

### 5.2 Problematic content posted or shared by someone connected to the charity

The organisation does not routinely check its member's or trustee's social media. However, the organisation may consider reports of inappropriate online behaviour by its trustees which could reflect negatively on the organisation in line with section 15 of the organisation's constitution.

### 5.3 Problematic content from third parties shared on the organisation's social media

The controls set out in section 3 will allow problematic content shared by third parties to be deleted and access to the organisation's social media sites blocked. Social media users will use the platform's tools to manage who can and cannot post or comment on the organisation's social media.

### 5.4 Reporting incidents

If a member of the organisation becomes aware of a social media incident involving the organisation, they should contact a committee member.
The committee will consider charity commission guidance How to report a serious incident in your charity - GOV.UK (www.gov.uk) to decide whether an incident should be reported to the charity commission if it has caused significant harm or loss to the charity or the people it helps.
The organisation will report incidents to the police or other relevant authorities if required.

## 6. Related Information

Organisation Policies & Constitution
How to report a serious incident in your charity - GOV.UK (www.gov.uk)
Social Media: how to use it safely - NCSC.GOV.UK

## 7. Document History

| Version | Description | Date |
|---|---|---|
| Draft 1 | Initial draft circulated for committee review | 06/11/2023 |
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