



Social Media Policy

Introduction

Social media has become an essential tool for promoting charitable amateur dramatics and musical theatre groups. It helps to build community engagement, raise funds, and share the joy of theatre. However, it is crucial to use social media responsibly to maintain a positive reputation and foster a supportive environment for everyone involved. This policy outlines guidelines and best practices for the use of social media by members of the Haslemere Players.

1. Purpose

The purpose of this policy is to provide clear guidelines for the appropriate and effective use of social media by members of Haslemere Players. It aims to protect the group's reputation, ensure compliance with legal and ethical standards, and promote a positive and inclusive environment.

2. Scope

This policy applies to all members, volunteers, and participants of Haslemere Players who engage in social media activities on behalf of or in association with the group. Social media platforms include, but are not limited to, Facebook, Twitter, Instagram, TikTok, YouTube, and LinkedIn.

3. General Guidelines

- *Respect and Professionalism:* Always communicate respectfully and professionally. Avoid using offensive language, making derogatory comments, or engaging in arguments or hostile interactions.
- *Accuracy and Honesty:* Ensure that all information shared on social media is accurate, truthful, and does not mislead the audience. Correct any errors promptly.
- *Confidentiality:* Do not share confidential or sensitive information about the group, its members, or its activities without proper authorization.
- *Copyright and Intellectual Property:* Respect copyright laws and intellectual property rights. Do not share or use copyrighted materials without permission.
- *Inclusivity:* Promote an inclusive environment by avoiding discriminatory language and content. Celebrate diversity and make sure all content is accessible to a diverse audience.

4. Content Guidelines

4.1 Promotional Content

Promote upcoming shows, events, and fundraising activities through engaging and creative content. Use high-quality images, videos, and graphics to capture attention and encourage participation.

4.2 Educational Content

Share behind-the-scenes insights, interviews with cast and crew, and educational content about theatre and the arts. This helps to build a deeper connection with the audience and fosters a greater appreciation for the group's work.

4.3 Community Engagement

Encourage community engagement by responding to comments, messages, and questions in a timely and courteous manner. Host interactive sessions such as live Q&A, polls, and contests to increase engagement and build a sense of community.

5. Legal and Ethical Considerations

- *Data Protection*¹: Ensure compliance with data protection laws and regulations, such as the General Data Protection Regulation (GDPR). Do not share personal data without consent.
- *Child Protection*²: Be mindful of child protection laws and guidelines when sharing content that involves minors. Obtain necessary permissions from parents or guardians before posting images or videos of minors.
- *Advertising Standards*: Comply with advertising standards and regulations. Clearly distinguish between organic content and paid promotions or sponsorships.

6. Crisis Management

In the event of a social media crisis, such as negative publicity or a controversial post, it is essential to act quickly and responsibly. The following steps should be taken:

- *Assess the Situation*: Evaluate the severity and potential impact of the crisis.
- *Develop a Response*: Craft a clear and concise response that addresses the issue, acknowledges any mistakes, and outlines steps to rectify the situation.
- *Communicate*: Communicate the response promptly through appropriate social media channels and provide updates as needed.
- *Monitor*: Monitor social media activity closely to gauge the effectiveness of the response and identify any further actions required.

7. Roles and Responsibilities

Assign specific roles and responsibilities to members of the Committee or sub-Committees to ensure effective management of social media activities. Roles may include:

- *Social Media Manager*: Oversees the overall social media strategy, content creation, and scheduling.
- *Content Creators*: Responsible for creating high-quality content, including images, videos, graphics, and written posts.
- *Community Manager*: Engages with the audience by responding to comments, messages, and questions.
- *Compliance Officer*: Ensures that all social media activities comply with legal and ethical standards.

8. Training and Support

Provide training and support to members of Haslemere Players to ensure they are equipped with the necessary skills and knowledge to effectively use social media. Training topics may include:

- Best practices for social media engagement
- Content creation techniques
- Legal and ethical considerations
- Crisis management

9. Review and Evaluation

Regularly review and evaluate the effectiveness of the social media policy and make necessary updates to reflect changes in social media trends, legal requirements, and Haslemere Player's objectives. Conduct periodic assessments to measure the impact of social media activities on the group's goals and community engagement.

Conclusion

By following this social media policy, Haslemere Players can harness the power of social media to promote their work, engage with the community, and uphold their reputation. Responsible and effective use of social media will contribute to a positive and inclusive environment, ensuring the group's continued success and impact in the world of theatre.

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