

Pateley Bridge Dramatic Society

Social Networking Policy

SCOPE

This document covers the operation of social networking media directly authorised by Pateley Bridge Dramatic Society (PBDS). It does not – and can not – cover use of the media by individual members.

The policy includes, but is not limited to, use of

- Websites & the Internet in general
- Facebook
- Instagram
- TicketSource
- Mailchimp
- You Tube
- other media as agreed

CURRENT USAGE

PBDS operates

- a Website,
- a Facebook page
- an Instagram account.

There is no official blog.

Some clips of PBDS productions have been posted on You Tube made by non-members.

PURPOSE:

The social media will promote the activities of PBDS to reflect:

- a well-established and respected theatre company providing quality productions
- a welcoming and inclusive organisation
- the custodianship of a unique theatre

PROVISION:

Website

The website will provide:

- historical information about PBDS and The Playhouse
- details of future productions
- details of past productions, including reviews and critiques
- information about play readings and social events
- ticket sales link and booking information for future productions
- membership details including contact details
- statutory policies

Facebook

The Facebook page will provide:

- details of future productions
- details of play readings and opportunities to be involved
- booking information for future productions
- time-critical information

Mailchimp

Mailchimp will provide

- details of future productions
- time-critical information

OPERATION

A designated Webmaster will operate the PBDS Website, controlling input and content in line with current policy as determined by the PBDS Committee.

The Facebook, Instagram and Mailchimp accounts will be operated by designated person(s) in conjunction with the publicity subcommittee, to maintain cohesion of content across all media.

CONTENT

Cohesion

- There will be uniformity of message across all the media platforms

Timeliness

- The Website will be kept up-to-date with current and future activities; and will post details of past productions in a less timely manner
- Because of their immediacy, Facebook, Instagram and Mailchimp will be used for more time-critical events

Tone

- The content across all platforms will be informative, polite, respectful of others, and will refrain from engaging in disputes. A right of reply across all platforms will be via committee
- By their nature, the Facebook & Instagram accounts will adopt a more informal and relaxed style
- All platforms will maintain discretion with regard to interacting with other users; for example, only re-posting Facebook messages which reflect PBDS values & policy

Images

- Adult Members of the Society will participate in associated publicity activities including the use of photographic images across the social media as well as the usual publicity vehicles (press, posters, window displays, etc) only by specific consent
- For Junior Members (under 18's) agreement to participation in associated publicity activities including the use of photographic images across the social media as well as the usual publicity vehicles (press, posters, window displays, etc) will be through a specific consent form for each production.
- The operators of the social media will strive to ensure that no members are embarrassed or inconvenienced by any of the content