



Durham Choral Society

Registered Charity No. 514557

Social Media Policy

Durham Choral Society realises that social media and networking websites are an important means of communicating and connecting with others. However, the Society recognises that social media is subject to the same rules as information published by other means. Therefore, care must be taken over social media postings to ensure that they do not lead to serious embarrassment or even be actionable.

Purpose of Social Media for Durham Choral Society

The following list describes the types of use for social media. It is not intended to be comprehensive but to give a guide to the types of use envisaged.

- Publicising concerts ahead of time via direct posts on Facebook and Twitter and via the events facility on Facebook
- Advertising via sponsored posts when appropriate
- General posts on choir activities including photos, post-concert reviews, rehearsals etc
- Use of hashtags and other mechanisms enrich the content and give direct access to services such as ticketing
- Maintain a Facebook Page for the Society

General Information

The following policy has been designed to give clear guidelines as to what Durham Choral Society expects in the use of these sites. In the first instance we are talking specifically about the use of Facebook and Twitter.

However, as new sites are generated, the policy does not restrict use to only those named sites, as long as the agreement of the Committee is sought prior to the use of additional sites.

The social media sites will held be in the name of Durham Choral Society and follow the site's terms and conditions¹. They will be administered in the first instance by a person nominated by the

¹ *It is understood that when a site is administered by a third party, the question of ownership of the social networking account, used on the Society's behalf, is a legal grey area especially as Facebook and LinkedIn each declare that their official stance is that users own their accounts. Twitter's terms of service say its users own all the content they post to its site. However English courts have disregarded these terms (to some extent) where confidential information is at stake. Because the legal basis for claiming ownership of social media accounts is not clear, we declare that the Society and, not the Administrator, owns the social media accounts of the Society. Followers, friends and connections developed through these accounts belong to the Society and not the Administrator.*

Committee. This person will be responsible for representing the Society in a professional manner, has overall responsibility for the effective operation of this policy, is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks to the Society.

Ownership

All accounts owned by the Society will be held in the name of **Durham Choral Society** and it owns the right of use of this title.

In some cases, e.g., Facebook it is not possible for the Society to own their own account but permits nominated members to promote the Society using their personal Social Media accounts. Accordingly, the originator, and not the Society will take responsibility for postings. It is expected that members will ensure that postings do not lead to serious embarrassment to the Society or even be actionable.

In these cases, the member owns the social media account, followers, friends and connections developed through these accounts belong to the member. However, the member ceases to be authorised to post on behalf of the Society when leaving the Society.

Guidance for use of Sites whether opened by DCS or by a nominated member

- Only the administrators nominated by the committee (e.g., Social Media lead(s), Publicity Manager) may use these accounts to post online and access to the account will be strictly limited.
- The accounts will be password controlled, the password being changed at irregular intervals, the current password being shared by the administrators with the Chair and Secretary only.
- Posts should all be relevant to DCS and related to its activities.
- Nothing should be said on social media that would not be said on any other public channel.
- Care should be taken to ensure that the site does not contain disparaging remarks against other society members or Officers of the Society.
- There should be no reference made to Society Officers or members without obtaining their express permission to do so.
- False names (pseudonyms) should not be used when signing up for social media sites.
- Contact details for Society members should never be published
- When the administrator ceases to run the account, followers, friends and connections developed through these accounts will transfer to the new administrator.
- In making full use of social media, mistakes will occasionally happen. In that instance, the message should be deleted and an apology made for the mistake.

Review of this policy

The committee shall be responsible for reviewing this policy every two years, or when any named individuals change, whichever is the earlier to ensure that it meets legal requirements and reflects the Society's needs.

Document history

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| 17 March 2015 | Policy adopted | ✓ |
| March 2017 | Scheduled Review Date | X |
| March – July 2022 | Reviewed by Chair and Social Media lead | ✓ |
| September 2022 | Revision to be considered by committee | |
| July 2024 | Scheduled Review Date | |