

## **Springboard Social Media Policy**

*Springboard's Trustees are ultimately responsible for the charity's social media activity. Trustees will be advised of this upon their induction. This policy will be reviewed by the Trustees annually in June.*

### **Springboard's use of social media**

The main objective of Springboard's social media use is to raise awareness of Springboard and its aims and activities, particularly to promote participation, attendance, and support.

Springboard's official social media presence includes accounts with X and Facebook. Springboard does not host discussion forums.

Use of the official Springboard accounts is limited to key representatives (primarily the Administrator and Chair of Trustees). This includes the posting and deleting of content, as well as the liking / sharing of third-party content. Passwords, maintained by the Administrator, are kept private and only shared with those with a direct need for their use. Any Trustee has the right to delete content should they believe it presents a risk to the charity, but should seek to work with / through the Chair and Administrator.

Posting of regular or routine content is delegated to the Administrator, who will seek guidance from the Chair of Trustees as needed, and in any case keep the Chair of Trustees updated on our ongoing use of social media and the content being posted. Posting of non-routine content will be made by or in consultation with the Chair of Trustees.

Any person asked to post content using Springboard accounts will receive guidance from the Chair of Trustees, or the Administrator (under the guidance of the Chair of Trustees).

Key representatives will seek to remain vigilant to third-party postings and adherence to this policy and the guidelines it contains, and will respond appropriately. It is expected that the Administrator and / or Chair will view Springboard's accounts at least weekly. This is considered appropriate given the relatively low traffic levels, that Springboard does not host discussion forums, and that management of Springboard's accounts is limited to a few key individuals with suitable authority.

Springboard will add relevant disclaimers regarding responsibility for third-party content.

### **Interaction with other social media users**

Springboard does not use direct messaging, or authorise the use of direct messaging on its behalf, unless it is known that the recipients consent to such use and this use is authorised by the Chair of Trustees.

Springboard may follow / friend / like other social media users or content through its official accounts to reasonably advance its use social media but in a manner consistent with its Child Protection Policy.

Springboard does not authorise the following / friending / liking of other social media users or content on its behalf, especially in relation to other users under the age of 18.

### **Social media during festivals**

During festivals, Springboard will notify (e.g., through announcements), of its policy that performers and attendees should respect the privacy of others, including on social media (as an extension of Springboard's policy that photography / video of performances is not permitted).

### **Incidents**

Potential untoward activity on social media connected with Springboard includes, but is not limited to:

- Treatment of participants (especially their privacy)
- Criticism of Springboard or its representatives

It is the primary responsibility of the Chair of Trustees to decide on the appropriate response to any such incident. If the nature of incident reasonably demands it and, for example, the Chair is not available, then the Administrator or another Trustee may respond.

### **Guidelines**

As part of this policy, all individuals involved with the running and staging of Springboard will be advised of general guidelines for use of social media and will be advised / reminded with each staging of the festival. These guidelines related to the use of official Springboard accounts and to personal social media accounts.

*See Appendix.*

## Appendix: Springboard General Social Media Guidelines

These general guidelines cover the responsible use of social media and are intended for those involved with the running and staging of Springboard, namely:

- Trustees
- Employees (Administrator)
- Volunteers
  - Sections
  - Festival volunteers

### General guidance

Social media provides a means to raise awareness of Springboard and its aims and activities, particularly to promote participation, attendance, and support.

Social media should be used according to these guidelines, noting in particular two key aspects:

- Privacy: use of social media should respect the privacy of those taking part in and attending the festival. In particular, in relation to use of images and names, and the need for consent. This is especially important in connection with children / young people.
- Copyright: use of social media should respect copyright. In particular, in relation to images and performance, and the need for relevant consent.

### Posting on official Springboard accounts

Access to and use of official Springboard accounts is limited to key representatives (e.g., Administrator and Chair of Trustees). If you are asked to post content, you will receive guidance from the Administrator or Chair regarding this authorised use. You will be expected to advise them as to any content to be posted and to ensure it complies with this guidance. Unauthorised use of Springboard accounts is not permitted.

### Other policies

You should be aware of and follow other relevant Springboard policies:

Child Protection Policy

<https://www.springboardfestival.co.uk/wp-content/uploads/Child-Protection-Policy-2023-24.pdf>

Complaints Policy

<https://www.springboardfestival.co.uk/wp-content/uploads/Complaints-policy-1.pdf>

Data Protection and Privacy Policy

<https://www.springboardfestival.co.uk/data-protection/>

Inclusion and Diversity Policy

<https://www.springboardfestival.co.uk/regulation/inclusion-and-diversity-policy/>

### Interaction with other social media users

Springboard does not authorise the use of direct messaging on its behalf, unless it is known that the recipients consent to such use and this use is authorised by the Chair of Trustees.

Springboard does not authorise the following / friending / liking of other social media users or content on its behalf, especially in relation to other users under the age of 18.

### Incidents

Please help us by remaining vigilant regarding any untoward activity on social media regarding Springboard, including, but not limited to:

- Treatment of participants (especially their privacy)
- Criticism of Springboard or its representatives

If you become aware of such activity, please notify the Administrator in the first instance (admin@springboardfestival.co.uk)

**Personal use of social media**

Please be aware that content posted by individuals connected to the charity in their personal capacity, particularly senior representatives (e.g., Chair of Trustees, Administrator), can negatively impact the charity by association. Individuals should not post such content, although it is recognised that trustees, employees and others have the right to exercise their freedom of expression within the law.

Springboard does not authorise the use of direct messaging on its behalf, unless it is known that the recipients consent to such use and this use is authorised by the Chair of Trustees.

Springboard does not authorise the following / friending / liking of other social media users or content on its behalf, especially in relation to other users under the age of 18.