

BROS

THEATRE COMPANY

Social Media Guidelines for Performers and Volunteers

Updated and approved January 2026

Welcome!

We love celebrating what we do together at BROS TC – both on stage and online. These simple guidelines will help you share safely and positively on social media.

1. Be Proud, Be Positive

- Feel free to post about your experience with us – rehearsals, performances, and events – as long as it reflects our values of creativity, inclusivity and respect.
- Tag us using **@brostheatrecompany** so we can share your posts!

2. Protect Privacy

- **Ask before you post** photos or videos that include other people, especially children or vulnerable adults.
- Never share personal details like someone's full name, school, or contact info.
- Only post backstage or rehearsal content if it's been approved – some productions have licensing or design restrictions.

3. Keep It Kind

- Treat everyone with respect online, just like you would in person.
- Don't post or share anything offensive, discriminatory, or likely to upset others.
- Avoid arguments or "calling out" others on social media – if something goes wrong, talk to a member of committee instead.

4. Representing the Charity

- Only staff or authorised volunteers should post from the official BROS TC accounts.

- When posting from your own account, make clear you're speaking for yourself, not on behalf of BROS TC.
- Keep anything related to shows, funding, or internal discussions private unless approved.

5. Safeguarding Comes First

- Never message children or vulnerable participants privately through your personal accounts.
- If you see or hear something worrying online, tell a committee member or the **Safeguarding Lead** straight away.

6. Copyright and Credit

- Always credit photographers, designers, and other creatives when sharing their work.
- Don't post full scripts, videos of full performances, or music tracks without permission — it could breach copyright law.

7. Have Fun and Share the Magic!

We love when our performers and members share their enthusiasm online. Just remember:

If in doubt, **ask first, post later** — we'll help make sure everything looks great and keeps everyone safe.

Questions or concerns?

Speak to your **Director**, **Producer**, or **Social Media Manager**, or email chair@brostc.org

Thank you for helping make BROS TC a safe, creative, and positive space — on stage and online.