

BROS

THEATRE COMPANY

SOCIAL MEDIA POLICY

Updated and approved January 2026

This policy provides guidance on the responsible use of social media by anyone representing or associated with BROS Theatre Company including trustees, employees, volunteers, freelance artists and contractors.

It aims to:

- Protect the reputation and integrity of BROS TC.
- Encourage positive and consistent communication.
- Ensure compliance with charity, safeguarding, and data protection laws.
- Clarify personal and professional boundaries online.

Scope

This policy applies to:

- Official social media accounts managed by BROS TC (e.g. Facebook, Instagram, X/Twitter, TikTok, YouTube, LinkedIn, Threads).
- Any personal social media use that refers to, tags, or could reasonably be associated with BROS TC.

Principles

- **Respect and professionalism:** Everyone must treat others with respect and uphold the values of BROS TC in all online communications.
- **Transparency:** Only authorised staff or volunteers may post on official BROS TC accounts.
- **Safeguarding:** Protect the welfare and privacy of children, vulnerable adults, and all participants in theatre activities.
- **Confidentiality:** Never share confidential, financial or sensitive information about BROS TC, its members, performers, or audiences.
- **Accuracy:** Ensure all shared content is factual, appropriate and aligned with the charity's messaging.
- **Legality:** Comply with copyright, GDPR, equality and defamation laws at all times.

Official Charity Social Media Accounts

1. Administration and Access

- Official accounts will be managed by designated staff or volunteers authorised by the Chair and the Committee as appropriate.
- Passwords must be stored securely and changed by the Web manager if a user leaves their role.
- Emails that are not pertinent to the current operations or of a confidential nature should be archived or deleted when a user leaves their role and accounts are switched over.

2. Tone and Content

- Content should be consistent in tone and follow our branding guidelines.
- Posts should reflect BROS TC's mission, values and inclusive ethos.
- Use appropriate language, avoiding political bias, offensive humour, or discriminatory content.
- Always credit photographers, artists, and partners appropriately.
- Seek consent before sharing images or stories involving identifiable individuals, especially minors.

3. Scheduling and Monitoring

- Content plans should be approved in advance by the Committee where possible.
- Accounts should be monitored regularly for inappropriate comments or messages, which must be handled respectfully and escalated where necessary.

Personal Use of Social Media

While BROS TC recognises that personal social media use is an important part of everyday life, everyone associated with BROS TC should remember that their online behaviour can reflect on the organisation.

Individuals must:

- Avoid posting anything that could harm the charity's reputation.
- Make clear when views are personal (e.g. "Views my own").
- Not disclose confidential or internal information.
- Not speak on behalf of the charity unless authorised.
- Refrain from engaging in online arguments, harassment, or discrimination.

Trustees should take particular care that their online activity does not create a perceived conflict of interest or reputational risk for the charity.

Safeguarding and Consent

- Written consent must be obtained before sharing any image, video, or personal story of participants, especially children or vulnerable adults.
- Posts involving young people should avoid sharing identifying details (e.g. full names, locations, schools).
- All online interactions with minors must follow the charity's **Safeguarding Policy** — never use personal accounts for communication.
- If safeguarding concerns arise from online activity, they must be reported immediately to the **Designated Safeguarding Lead**.

Data Protection

- All content and communications must comply with **UK GDPR** and data protection laws.
- Personal data (e.g. contact details, photos, audience lists) may only be shared or stored with explicit consent and legitimate purpose.
- Social media analytics or advertising data must be used responsibly and securely.

Breaches of Policy

Breaches of this policy — including inappropriate posts, unauthorised use of official accounts, or disclosure of confidential information — may result in:

- Removal of social media access privileges.
- Disciplinary action (for Committee or members of the society).
- Reporting to the Charity Commission or other relevant authorities in serious cases.

Monitoring and Review

- The **Communications Manager / Committee** will review this policy **annually** or when significant changes occur.
- All trustees and committee members must confirm that they have read and understood this policy as part of their induction.

Related Policies and Documents

- Safeguarding Policy
- Data Protection and Privacy Policy
- Code of Conduct
- Trustee Conflicts of Interest Policy