

THE LONDON BALLET CIRCLE

WEBSITE AND SOCIAL MEDIA POLICY

The London Ballet Circle (LBC) recognises that its website and social media offer a platform for building its profile with particular reference to advertising and celebrating its activities, raising awareness of its role within the UK dance world, recruiting members and fund raising.

The protocols apply to everyone putting material on the LBC's website and social media accounts – currently the LBC website <https://www.tlbc.org.uk>, the LBC's Facebook Page (facebook.com/LondonBalletCircle); and the LBC's Instagram account (instagram.com/londonballetcircle/) @londonballetcircle. There is no active twitter account.

1. Use of the LBC Website and LBC Social Media Accounts

This part of the policy covers all accounts which are in the name of The London Ballet Circle.

1.1 Authorised Users

In order to ensure that the LBC's social media presence is consistent and cohesive, only people who have been authorised to post on the LBC's behalf may do so.

In the case of the **website**, substantive changes may only be made on the authorisation of, or request from, the managing group of the Chair, the Secretary, the Membership Secretary and the Website Administrator. The routine updating of content will normally be undertaken by the Secretary. The Membership Secretary has delegated authority to deal with all issues relating to membership. Whether or not he/she is a Trustee, the Website Administrator does not have the authority to post or make changes at his/her own behest.

[The enquiry forms and e-mail addresses embedded within the LBC website link to LBC Officers and they are in possession of the access codes.]

In the case of **social media**, posts will either be prompted by a specific request from or through the Chair or be made on the initiative of the designated Trustee in line with 1.3 (below).

Any other Trustee or Volunteer Member posting in the name of the LBC must receive prior permission from the Trustees/Committee and work under the guidance of the Officers and Social Media and/or Website Managers. The authorisation process will involve the submission of previous examples of that individual's social media posts.

1.2 Creating LBC Social Media Accounts

New social media accounts in the name of the LBC may only be created following Trustee/Committee approval.

1.3 Purpose of LBC Social Media Accounts

LBC social media accounts may be used to:

- announce forthcoming events
- share reports and pictures of events
- provide information on the activities of the LBC
- promote recruitment
- promulgate ballet/dance news, articles, media and other content related to the aims of the LBC
- assist fund raising to support student dancers and other LBC charitable projects.

1.4 Specific Guidance for Authorised Users

- i) All posts must be clearly in line with LBC objectives
- ii) Recent content should be reviewed before posting in order to avoid duplication
- iii) No posts including speakers' comments may be made prior to the official report having been approved by the guest
- iv) Guests and hosts for 'talks' or their equivalent must be made aware that photos taken at the event by the LBC will be used on the LBC website and social media
- v) Any content which is from another source, including a comment from a member, should be thoroughly reviewed before being shared on an LBC account and permissions sought as necessary. [Generally speaking, the editorial policy agreed by the Trustees for the Newsletter applies equally to what is posted online]
- vi) Care should be taken not to publish copyrighted material (such as photographs) owned by third parties, unless expressly permitted by that third party
- vii) Photographs should be credited.
- viii) All posts should be double-checked for accuracy, syntax and sensitivity before being submitted; those drafted by volunteers should be 'signed' off by an Officer
- ix) LBC social media accounts must not be used as a platform for an individual's personal views, to spread inappropriate content (including private or confidential information), to forward chain messages, or to participate in any activity which could bring the LBC into disrepute
- x) A cautious approach is necessary on the part of Officers when replying on LBC's behalf to comments made online as a result of LBC posts. [If a response requires a dialogue, this should be engaged in by e-mail or other means rather than publicly via the LBC account and, in this case, the LBC Officer concerned will consult with other Officers]
- xi) Users should be on guard for security threats

2. Members' Individual Use of Social Media

Members are encouraged to share **LBC posted content or news about LBC events** on their own social media accounts or on ballet/dance websites.

Members should feel free to post individual responses to LBC's online content.

Mention of LBC events on discussion forums is also welcomed provided that what is written is clearly from an individual's perspective and does not purport to represent the views of the LBC.

The LBC's reports on conversations with guests are posted on the website following approval from the speaker(s). Therefore, **details from talks should not be divulged by individual members on social media.**

All members are encouraged to propose innovative approaches and possible LBC content to the Chair.

Approved by Trustees: 04/03/19 **Revised:** March 2020 **Next Review due:** March 2022