

# All & Sundry Social Media Policy 2012

## Introduction

Members will be aware of the rise in popularity of social websites on the internet. Destinations such as facebook.com, myspace.com and Twitter now attract millions of visitors every day and are very popular. However, there are a number of risks for All & Sundry Productions associated with communicating via these websites.

There have been examples of members using Facebook to promote productions which could be beneficial to All & Sundry, however it could also have a negative effect should members use it to moan or complain about their role or rehearsals in general.

The risk of All & Sundry members promoting his/her production on a social site such as Facebook is that it opens them up to comments, criticism or questions from members of the public. They could be asked any number of questions on our policies such as All & Sundry's view on equality and diversity. As soon as you engage in that type of dialogue with potentially thousands of website visitors, you are seen to be representing All & Sundry's views.

Because this communication is so difficult to control, we have now made it an All & Sundry policy that no member of All & Sundry can communicate negative views on rehearsals, the production in general or roles that you may have in the society without expressed permission either from the Director of the production you are in or the Chairperson of All & Sundry.

Communicating via websites such as these has the same, if not greater power than writing your views on the front page of a tabloid newspaper.

## What is changing?

This new policy covers use of the social network sites during All & Sundry rehearsals and productions.

## Use of Social Media Internet Sites / Blogs

1. Members should be aware that All & Sundry monitors social network usage.
2. All & Sundry members are not permitted to discuss and communicate any views or policies on All & Sundry, or disclose confidential information as this breaches the Company's data/child protection obligations.
3. Uploading photographs of children (even with parental consent) is strictly prohibited!
4. Any member who shares negative views on any Social Network site will be asked to retract.
5. Members found to be in breach of this *may* be asked to leave All & Sundry.