

POLICY ON THE USE OF SOCIAL MEDIA

Adopted May 2017

1. Introduction

Social media is in widespread use for personal communications by band members and for providing information on events and activities of the band. All members of the band have the right to use social media as they choose in their daily lives but without causing unwanted loss of privacy to other band members or adversely affecting the reputation of the band as a whole.

At Amersham Band, we are committed to open communications whilst respecting the privacy of our members.

2. What Is Social Media?

Social Media is primarily a set of internet based applications and tools to share information among people. Social media includes popular networking websites, like Facebook and Twitter; as well as bookmarking sites like Reddit. It involves blogging and forums and any aspect of an interactive presence which allows individuals the ability to engage in conversations with one another, often as a discussion over a particular blog post, news article, or event. Individuals can access social media tools via a wide range of devices including computers, tablets and mobile phones.

Amersham Band makes use of social media to inform members and the general public about its activities and events. The primary tools by the band used are the band's own website, Facebook and Twitter as follows;

Website	www.amershamband.com
Facebook	amershamband
Twitter	@amershamband
Instagram	amershamband

3. Use of Social Media by the Band Officers

The ability to post content onto the band's Website, Twitter account and Facebook page is restricted to a small number of authorised band members who act as the site administrators. The band committee is in control of which members have such access and can add or remove member access as required. The committee can delegate the access control to specific committee members.

The use of social media by the band is encouraged to maximise the publicity of the band's activities. In order to protect the privacy of band members the following policies apply to any posts on the band's social media sites;

- Photographs of individual band members will not be posted unless they have given their permission.
- Information or comments about specific band members should not be posted unless they have given their permission.
- Personal contact information, such as phone numbers or email addresses shall not be posted. The band email address amershamband@gmail.com should be used to accept any incoming emails.

4. Use of Social Media by Band Members

Band members who are active users of social media are encouraged to spread news and information about the band, including commenting on, liking, sharing and reposting content from the band's official sites and pages. The following general guidance is provided for band members when mentioning or referring to Amersham Band activities:

- Always be polite and professional in your posts;
- Don't spread malicious gossip or content about the band or its members;
- Report negative, suspicious or harmful content to a committee member;
- Don't share personal or proprietary information about the band or its members;
- Adhere to the band's social media policy.

Band members should refrain from social media activities that could be detrimental or prejudicial to the interests of the band.

5. Document History

23 May 2017 Policy Drafted and reviewed at Amersham Band Committee Meeting