

## **Blogging & Social Media Policy**

### **Version and Date**

February, 2011

### **Purpose**

We've developed this Social Media Policy for our mutual protection.

As a leading arts body in Victoria, we are constantly in the public spotlight and are often the source of commentary from fans, the media and critics alike. With the rising popularity of social media, these comments are often being made first on the web and are reaching a much larger audience.

Orchestra Victoria first began using social media as a marketing tool in October 2010, on a trial basis. Social media – particularly Twitter and Facebook will become a major component of the organisation's overall Communications Strategy in 2011.

Most importantly, we must protect our own reputation and ensure the risk of participation in social media – whether in actively representing Orchestra Victoria or by having a known affiliation with Orchestra Victoria – is understood and adhered to by all staff.

Every Orchestra Victoria staff member is required to read and understand this document as part of their continuing employment with the organisation.

### **Scope**

This policy covers all forms of social media, including – but not limited to – Facebook, LinkedIn, MySpace, blogs, Flickr, Twitter, YouTube, Bebo, de.i.cious and the many variants.

This policy will apply to you if you already do things like:

- Maintain a profile page on one of the social or business networking sites (like LinkedIn, Facebook, or MySpace) and/or make comments on friends pages;
- Maintain a twitter account (either personal or for Orchestra Victoria);
- Write your own blog or comment on other people's blogs for personal or commercial reasons;
- Take part in conversations on public and private web forums (message boards).

You may even have edited a Wikipedia page. Most of these activities can be grouped together under the heading "social media"

The principles behind these guidelines are to encompass:

“Anything you do online where you share information that might affect our organisation, your colleagues or our partners.”

### **Guiding Principles**

- 1) The web is not anonymous. Assume that everything you write can be traced back to Orchestra Victoria if not you personally. Facebook, Twitter and other social media platforms are public forums, no matter how private your settings are. Something directed at friends and family always has the potential to reach a much wider audience than intended. Keep in mind that donors, sponsors, board members, and the media are all part of the extended Orchestra Victoria network.
- 2) There is no longer a clear boundary between your personal life and your professional life. Take care to ensure that your personal comments cannot be construed as the views of the company.
- 3) Don't mix the professional and the personal in a way that may be damaging to Orchestra Victoria
- 4) Tell the truth; be honest, straightforward and respectful.
- 5) Be aware that anything you publish can be taken out of context (either from the reader's point of view or when/if it's republished elsewhere).
- 6) Never reveal any confidential information about the operations of Orchestra Victoria. This includes repertoire, touring, awards, and anything else that hasn't been announced to the general public. If you're not sure whether something is confidential, check with the Communications Coordinator.
- 7) The web contains a permanent record.

## Social Media Guidelines

### All social media

These guidelines have been authorised by The Board of Directors and the Managing Director of Orchestra Victoria.

For the sake of clarity, whatever you do online:

- it must not interfere with your work commitments;
- you must not contain or link to libellous, defamatory or harassing content, *even by way of example or illustration*;
- you must not publish information that is confidential or proprietary to Orchestra Victoria, our partners, our members, or our staff; and
- you must do nothing to bring Orchestra Victoria into disrepute.

Furthermore:

- you may not use the Orchestra Victoria brand to endorse or promote any product, opinion, cause or political candidate; and
- it must be abundantly clear to readers that all opinion is yours, and – unless it has the sanction of the Board of Orchestra Victoria - does not represent the views of the Organisation.

### Orchestra Victoria blogs

- Posts must not contain or link to pornographic or indecent content.
- Orchestra Victoria has the right to remove any content.
- Employees must not use Orchestra Victoria blogs to promote personal projects. Links to your social media presences can be included in your blogger profile, and on your byline).
- All materials published or used must respect, and where required, acknowledge the copyright of third parties.

### Friends & Connections

- Use your own best judgment in deciding whether and how deeply to connect to colleagues, peers, former staff, Orchestra Victoria partners and journalists on social networks.

- Understand that Orchestra Victoria stands fully behind your right not to befriend anyone who requests this in a professional relationship, just as you have that right personally.

### **Video on YouTube or similar and photography on Flickr**

#### **Publishing**

- When posting video or photography assume that any content you post can be altered, amended, republished without your prior approval.

#### **Responsibility**

##### **Accuracy**

- Any information that you share online is informed and factually accurate. If you wish to express your opinions please state they are your personal opinions.
- If you are offering your personal perspective on a matter related to Orchestra Victoria or a performance, be mindful that your commentary and opinion does not cause damage to Orchestra Victoria or its interests (both commercial and artistic).

##### **Attribution**

- If you are referring to Orchestra Victoria you are required to use a permanent disclaimer. An example of a disclaimer is: 'the views expressed in this post are mine only and do not necessarily reflect the views of Orchestra Victoria – or other geographic locator.'"
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms.

##### **Respect**

- Be respectful of all individuals and communities with whom you interact online. Do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity.

- Be polite and respectful of other opinions, even in times of heated discussion and debate.
- Adhere to the Terms of Use for the site, and seek to conform to the cultural and behavioural norms of the social media platform being used.

**Breach of Policy**

- If you do not comply with this Policy you may be subject to disciplinary action as described in your employment agreement or by other legal instrument. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your employment or engagement with Orchestra Victoria.
- If you break the law you may also be personally liable.