

SOCIAL MEDIA AND COMMUNICATION POLICY

Purpose of Guidelines

These guidelines are designed to ensure that Bridges Musical Theatre [BMT] uses social media and WhatsApp in a way that respects our members' privacy while effectively promoting our activities, events, and community impact. They outline how photos, names, and information are shared on social platforms and provide guidance on appropriate etiquette within our WhatsApp groups.

These guidelines help ensure that BMT can promote its mission effectively while respecting members' privacy and fostering a supportive and respectful communication environment.

Social Media Use

Our social media accounts, including Facebook, Instagram and X, are used to:

- Promote our charity's events, activities, and fundraising efforts
- Showcase the talent, dedication, and enthusiasm of our members
- Raise awareness and build community engagement

Use of Members' Photos and Names

Members must provide consent for their photos and names to be used on our social media platforms. A media release form will be provided for new members to sign. Permission to use images and names can be withdrawn at any time by informing the social media officer in writing – info@bridgesmt.org.uk.

Photos chosen for social media will reflect our events, performances, and group activities in a positive, professional light. Images will avoid close-ups of individuals without prior consent unless taken during public events.

Members may be tagged in posts when they have provided explicit permission. Tagging helps raise awareness and allows members to share posts within their networks, but this will always be optional.

Content Standards

All posts should reflect the values and mission of BMT. Content should remain respectful, encouraging, and inclusive.

Members are encouraged to like, share, and comment on posts to help boost engagement. However, personal comments or discussions that are unrelated to the charity should be minimised.

Our designated media officers or committee will review content before posting to ensure it aligns with our brand and values.

Members are also encouraged not to post production photos on social media during show week, other than those used in official BMT posts. This is to limited spoilers for audience members yet to attend.

WhatsApp Group Use

WhatsApp groups are essential for quick, convenient communication among members. They allow us to:

- Share information about upcoming events, activities, and important announcements.
- Distribute rehearsal schedules, venue details, and other relevant updates.
- Encourage group discussions related to our charity's activities.

Messages should primarily be related to BMT events, activities, rehearsals, or other pertinent topics. Avoid posting unrelated personal messages or excessive off-topic content. Treat all group members with respect. Inappropriate language will not be tolerated under any circumstances.

Always consider if your message is necessary for the entire group. For minor questions or specific issues, it may be better to message the relevant person directly. Be mindful of the timing of your messages. Avoid sending non-urgent messages late at night or early in the morning i.e. between 10pm and 8am.

When events or rehearsals require attendance confirmations, respond promptly to help organisers plan effectively. The WhatsApp group is **not** intended for promoting businesses or other personal financial interests.

Information shared in the group, especially regarding schedules and member details, must remain confidential within the group. Members must not share or use other members' phone numbers or personal information outside the group without permission.

Before sharing any photos in the WhatsApp group, ensure that everyone pictured has agreed to have their photo shared within this closed setting. Any photographs must not be shared outside of the group without the explicit permission of any other person in the picture.

Accountability and Enforcement

Members who do not follow these guidelines may be given a gentle reminder of the group rules. Repeated breaches may lead to restricted access to BMT WhatsApp groups or social media permissions.

We welcome any feedback or questions regarding these guidelines. Please contact the Membership Secretary if you have any concerns about privacy, social media use, or WhatsApp etiquette.

Review

The Committee will, as appropriate, monitor and enforce this Policy and will review it regularly:

Date of next review: September 2026