



**IRISH THEATRE INSTITUTE**

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# IRISH THEATRE INSTITUTE

## Social and Digital Media Policy

The Social and Digital Media Policy document provides guidance and direction to Irish Theatre Institute (ITI) staff when utilising all types of online social media sites and networks. This policy applies to all employees either participating personally, or communicating on behalf of ITI, while online.

### **PURPOSE**

Irish Theatre Institute (ITI) uses social media to promote our work, highlight and promote the sector nationally and internationally and engage with our stakeholders. The purpose of this policy is to:

- Inform all ITI staff about the process of managing social media and website content;
- Identify the roles and responsibilities of staff involved;
- Encourage staff to think about how their work could be promoted on the web/social media;
- Provide guidelines and check-lists for publishing.

### **MODERATION RULES**

People use social media to share their experiences and to raise awareness about issues that are important to them. Irish Theatre Institute encourages open and constructive conversations and welcomes our online community to share their views and opinions.

Comments posted on ITI social media pages by third parties are the views of the individuals and do not represent the view of Irish Theatre Institute. This means that you may encounter opinions that are different from yours, which we believe can lead to important conversations across topics.

To help balance the needs, safety and interests of a diverse community, Irish Theatre Institute reserves the right to moderate comments, report and/or block users if comments are deemed to violate our community standards.

The following list contains examples of posts that are unacceptable and will be reported / blocked / deleted as appropriate. This list is not exhaustive.

- Posts which contain foul, obscene, threatening or abusive language;
- Posts which contain indecent or sexual content;
- Posts which promote commercial products, external links or spam;
- Posts which contain incitement to hatred of groups or individuals;
- Posts which target an individual staff member of the organisation;
- Posts which contain information about illegal or criminal activity;



# IRISH THEATRE INSTITUTE

creating opportunities abroad **strengthening resources at home**

- Posts which may put Irish Theatre Institute in legal jeopardy.

Irish Theatre Institute will not tolerate comments or posts which are deemed offensive, abusive or threatening or which incite hatred against persons or groups in society including on the grounds of race, religion, ethnicity, sexual orientation, disability, gender, family status or civil status.

## **RESPONSIBILITY**

As part of Irish Theatre Institute's wider communications strategy it is the responsibility of the team monitored by the General Manager to manage and monitor social media accounts, to manage website content, to develop the online profile of the organisation and to build an active and engaged online community.

## **GUIDELINES FOR CONTENT**

Remember that at all times you are speaking on behalf of Irish Theatre Institute. Your interactions online should always reflect the organisation's values of respect, excellence, inclusion and leadership.

Each user is responsible for respecting and protecting the privacy and confidentiality of the information they process at all times. Confidential information regarding ITI practices and procedures or personal information about employees, individual artists, companies, funders, partners or other stakeholders must not be posted or discussed on internet social networking websites, internet video hosting/sharing websites, internet discussion forums, message boards or internet chat rooms.

Tone and consistency of approach should always be friendly but professional with the goal to present Irish Theatre Institute as an authoritative, accessible and trusted source online.

## **GUIDELINES FOR PUBLISHING**

### **WEBSITE:**

- Be personally responsible for your content and ensuring its quality.
- Promote the work and ethos of ITI as set out in the Strategy Statement 2017-2021.
- Ensure content is timely and relevant with the main focus on events, ITI in media, and affiliated artist activity.



# IRISH THEATRE INSTITUTE

creating opportunities abroad **strengthening resources at home**

## **SOCIAL MEDIA:**

- Avoid personal views or opinions. Do not get comment in personal discussions;
- Be impartial. This applies to individual artists as well as organisations;
- Remain strictly non-political;
- Do not name or place pictures of ITI staff unless approved to do so;
- If something bad happens – let management know and as a team we can deal with it;
- ITI does not automatically follow/like back. Retweets do not equal endorsements;
- ITI aims to engage and respond to comments as resources allow and as appropriate;
- Abusive or spam messages will result in followers being blocked and reported;
- On platforms which allow, comments which are not in line with our code of conduct will be acted on appropriately;
- Social media is a live platform. Scheduling of posts should be kept to a minimum. ITI social media channels are not expected to be monitored 24/7;
- Personal attacks on ITI or, by association on staff, will be reported.

## **PRE-PUBLISHING CHECK LIST**

Before you publish on ITI websites or on ITI social media, ask yourself....

- ✓ Is the post respectful, truthful, useful, interesting and relevant to the work of ITI?
- ✓ Has it been proof-read for spelling and grammar and do the links work?
- ✓ Are the images of high quality and do we have permission to use them?
- ✓ Has someone else seen / read it?

This policy will be reviewed by the Board annually.