*[GUIDANCE NOTE: Delete later] This example Social Media Policy has been developed by Live Performance Australia. It is a tool that organisations can use to assist them in their business. Organisations may tailor or alter this template to suit their individual circumstances. However, if organisations make significant changes to the template, we recommend you seek legal advice. It is not compulsory for organisations to use this template]*

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**[insert company name]**

**SOCIAL MEDIA AND COMMUNICATIONS POLICY**

1. **SCOPE**
	1. This Social Media and Communications Policy (**Policy**) provides the rules regarding the way [**insert Company name**]’s (**Company**) Workers use personal and professional email, messaging platforms, social media and communications.
	2. All Workers must comply with this Policy.
	3. For the purpose of this Policy, Worker includes but is not limited to:
		* 1. company owners and board members;
			2. leadership and management personnel (e.g. producers, promoters, CEOs, executive directors, artistic directors, general managers, company managers, heads of department, human resources managers, managers, supervisors);
			3. performing, and production and support personnel (e.g. actors, performers, dancers, musicians, directors, choreographers, writers, stage management, chaperones, technical crew, front of house staff, administration and office employees);
			4. full-time, part-time, seasonal and casual employees; temporary or permanent staff;
			5. job candidates, including people auditioning for roles;
			6. student placements, apprentices, work experience students/interns;
			7. contractors and their employees, sub-contractors and secondees (e.g. artists, composers, guest speakers, musicians, directors, choreographers, writers, casting, talent and freelance agents who have been contracted or sub-contracted for a specific purpose); and
			8. volunteers and anyone working in an unpaid capacity.
	4. This Policy applies, but is not limited to, conduct of Workers:
		1. during or after work hours;
		2. undertaken from Company’s or a Worker’s own facilities including, but not limited to, email or internet facilities, providers, systems or devices; and/or
		3. intended for either public or private communication.
2. **PURPOSE**
	1. The success of our Company depends upon maintaining a positive reputation in the live entertainment and arts industry, the general community and amongst our patrons and audience members.
	2. Increasingly, we use email, messenger services, the internet and Social Media to engage with these groups. These tools can be an efficient means of communication, a valuable form of branding and relationship building, and allow Workers to establish and maintain relationships with members and contacts.
	3. While email, internet and Social Media can serve a useful function, if improperly used they can result in Workers’ and/or other professional relationships being harmed; confidential, personal and/or sensitive information being disclosed; and/or defamation and copyright issues being created. It is essential that Workers understand that communications and behaviour over these mediums can be easily circulated in a public forum. Communications must be managed carefully and must be consistent with our policies, our commercial needs and our brand.
	4. The purpose of this Policy is to:
3. Clearly establish who has access to and authority to use Company Social Media and Communications, and the terms on which that access and use is granted.
4. Clearly establish standards of conduct and communication that authorised Workers must meet when accessing and using Company Social Media and Communications.
5. To ensure that all Company communication via Social Media with stakeholders, the media and other external sources is consistent, appropriate, accurate, timely and is authorised to be released (ie. is not confidential).
6. To provide rules for conduct when using Social Media profiles where any reference, whether direct or indirect, is made to the Company, including outside of work hours.
7. To prevent unauthorised creation and usage of Social Media profiles.
8. **INTERPRETATION**
9. “**Social Media**” includes, but is not limited to, content created by people using highly accessible and scalable publishing technologies including, but not limited to:
	1. Blogs, including corporate and personal blogs;
	2. Blogs hosted by media outlets (e.g. comments on media articles such as comments on theage.com.au);
	3. Bulletin boards;
	4. Microblogging (e.g. X formerly known as Twitter; Bluesky);
	5. Vod and podcasts;
	6. Online multiplayer gaming platforms;
	7. Discussion forums;
	8. RSS feeds;
	9. Video and photo sharing websites (e.g. TikTok, YouTube, Flickr, Tumblr, Instagram, Pinterest, Snapchat);
	10. Social networking sites (e.g. MySpace, Facebook, X, Google+, LinkedIn);
	11. Wikis and online collaborations (e.g. Wikipedia);
	12. Instant messaging (e.g. SMS);
	13. Geo-spatial tagging (Foursquare); and
	14. Any other current or future technologies allowing communication online or mobile communication between people.
10. “**Company**” means [insert Company name]
11. **“Confidential Information**” includes, but is not limited to: the financial or accounting details of the Company; Company the personal or business details of clients, customers and Workers (including any lists and contact details of the clients); the business, strategic or marketing plans of the Company; the Company’s intellectual property, supplier lists, employee lists and contact details; production and delivery methods; pricing details or strategies; and news, design effects, illusions or other creative elements of productions.
12. “**Authorised Use**” means the use of Social Media whether in existence or in the future, by a Company Worker under the banner of the Company, for purposes directly related to the business of the Company or for limited personal, educational or self-development purposes (provided these uses are not unauthorised), whether the use is through technology supported and/or provided by the Company or through an external vendor or site.
13. “**Authorised User**” means a person who has been approved in writing or by other acceptable means to comment as a representative of the Company in an official capacity.
14. “**Personal Use**” means the use of Social Media, and other information and communications technology facilities and devices, whether in existence or developed in the future, by a Company Worker in a personal capacity that is outside the realms of the Company and is not connected to their employment or for the purposes of their role. However, if the Worker represents themselves as an agent and/or representative of the Company and/or discusses matters relevant or relating to the Company in the public sphere, then the use may be an Unauthorised Use.
15. “**Unauthorised Use**” means the use of Social Media, and other information and communications technology facilities and devices, whether in existence or developed in the future, by any person who is not an Authorised User or any unlawful, criminal, excessive personal use or inappropriate use by a Worker.
16. “**Management**” means any delegated employee designated by the Chief Executive Officer or General Manager to have to authority to approve Workers to become Authorised Users of Social Media.
17. **AUTHORISED USE OF SOCIAL MEDIA**
	1. Only Authorised Users may undertake social media activity on behalf of the Company.
	2. Workers who are not Authorised users must not undertake any social media activity on behalf of the Company.
	3. The following procedures apply:
18. Use of Social Media is subject to approval from Company Management and Authorised Users will be designated on an as needed basis.
19. Once approved, Authorised Users must act in accordance with this Policy for any Social Media activity and will be held accountable for anything published that breaches any of Company policies or procedures.
20. As a representative of the Company, Authorised Users posts should be consistent with the Company’s profile and be respectful of the company, stakeholders and other relevant parties and to all people interacted with.
21. Authorised Users must:
	1. Adhere to the Terms of Use of the relevant Social Media platform/website as well as any applicable laws;
	2. Not express any personal opinions on potentially controversial topics;
	3. Not make any unauthorised recommendation for any goods or service provider;
	4. Not publish any conversations or information that is deemed confidential or classified or deals with matters that are internal in nature;
	5. Be alert to copyright laws and fair use of copyrighted material and identify the original author/source of the work and accurately attribute the material or work wherever possible;
	6. Not engage in bullying, harassment and discrimination. This includes any bullying, threatening, harassing or discriminatory comments, or comments that may be construed to be bullying, threatening, harassing or discriminatory;
	7. Not publish material that may cause injury to, another person’s, organisation’s, association’s or company’s reputation. If publishing such material is thought to be necessary, authorisation is required from [insert position];
	8. Not publish offensive or obscene material, including material that may infringe relevant online classification laws and/or if it is pornographic, sexually suggestive, harassing, hateful, racist, sexist, abusive or discriminatory;
	9. Not publish material that may harm and or damage the Company’s reputation, includingmaterial that that may, will, or is likely to, cause harm to, or be inconsistent with the public image and reputation of the Company, damage or negatively impact the economic or commercial interests of Company, constitute a conflict of interest with the primary business of the Company, create disruption or disharmony in the workplace, including being offensive to colleagues, Workers, customers, patrons, audience members, visitors, board members, clients or suppliers, must not be published.
22. Authorised Users must not disclose any Confidential Information, proprietary or trade secrets or endorsements. If in doubt about whether something is confidential or has not been released publicly, confirmation should be sort from the [insert position]. Company logos, trademarks and intellectual property may not be used without express authority. Authorised Users must ensure that the information can be legally divulged before posting it.
23. All Authorised Users are required to disclose their name and affiliation when communicating on behalf of the Company. Use of aliases or otherwise deceptive conduct is expressly prohibited.
24. Authorised Users should keep records of interactions in the online Social Media space as online statements can be held to the same legal standards as traditional media communications.
25. Authorised Users are personally responsible for their words or actions and must ensure that posts are completely accurate, not misleading and do not disclose Confidential Information or are otherwise unlawful. If in doubt, Authorised Users should not post the information until it is discussed with their supervisor.
26. Unauthorised Users must not directly state, express or imply they are authorised to speak as a representative of the Company, nor give the impression that any views expressed are those of the Company.
27. **PERSONAL USE OF SOCIAL MEDIA**
	1. Only Authorised Users may undertake Social Media activity on behalf of the Company.
	2. The Company recognises that Workers may use Social Media in their personal life and this Policy does not intend to discourage nor unduly limit personal expression or online activities. However, even if your Social Media activities take place completely outside of work, as your personal activities should, what you say can influence your ability to conduct your job responsibilities, your co-workers’ abilities to do their jobs and the Company’s business interests. This is particularly the case when you can be identified as an employee of the Company.
	3. Workers are personally responsible for the content they publish in a personal capacity on any Social Media platform.
	4. When using Company technology and equipment outside of normal business hours to access Social Media sites, Workers are responsible for what they post online and are at all times required to comply with the Company’s policies relating to conduct and behaviour.
	5. Workers who are not Authorised Users must not claim to be speaking on behalf of the Company or express an official position of the Company on any Social Media platform, and must not use a Company email address or Company logos or insignia.
	6. If Workers choose to list their work affiliation in a personal Social Media platform, they must regard all communication on that network as they would in a professional network. For example, pre-empting all online postings with ‘The opinions expressed in this post are my own views and not those of the Company’ or 'Views are my own' or similar in all Social Media platforms.
	7. Workers must be polite and respectful to all people they interact with and adhere to the Terms of Use of the relevant Social Media platform/website, as well as copyright, privacy, defamation, discrimination, harassment and other applicable laws.
	8. Workers must not disclose any Confidential Information, proprietary or trade secrets under any circumstances and Company logos and trademarks may not be used without explicit authority.
	9. When accessing Social Media at work or during work hours (whether via the Company’s Internet or on a personal device with Internet access), Workers must use these resources reasonably, in a manner that does not interfere with work, and is not inappropriate or excessively used. Examples of reasonable use include:
	10. Re-tweeting or re-posting content from the Company X (formerly Twitter) or Facebook or Instagram account on your own account; or
	11. Wsing Social Media during a lunch break.
28. **COMMUNICATION STANDARDS**
	1. All communications (whether by email, internet or Social Media) as a representative of the Company should be composed in a thoughtful, careful manner. The content and tone of Workers’ communications must be professional, polite and respectful. Use of the Company’s email and internet is required to be sensible and not in any form which may potentially give offence, cause harm or bring the Company into dispute.
	2. The following is a non-exhaustive list of prohibited conduct in accordance with this Policy. This behaviour may constitute grounds for disciplinary action, up to and including summary dismissal. Under no circumstances may Workers:

View sexually explicit or other inappropriate internet material using the Company’s property or while at work;

Use the Company’s equipment or internet service provider accounts to access, store or receive pornographic, discriminatory, or other offensive material;

Excessively or inappropriately use the email, internet or Social Media technologies for personal reasons while at work;

Post to Social Media any confidential, personal or sensitive information about the Company or the Company's connections;

Make comments or statements that attack or threaten, demean, disparage, or insult another person based on their age, gender, nationality, race, religion or sexual orientation or preference in any online forum;

Make any disparaging comments or statements about the Company, fellow Workers, members, vendors or competitors;

Take any action which could potentially cause a risk to the health and/or safety of Workers, or third parties affiliated with the Company including, but not limited to, any conduct which may be classified as bullying, sexual harassment, discrimination or vilification;

Imply authorisation to speak as a representative of the Company nor give the impression that the views the Workers expresses are those of the Company;

Transmit confidential information except in the ordinary course of undertaking their work;

Commit the Company to any action unless they have authority to do so;

Use any Company logos or branding;

Use any trademarks or logos belonging to a third party without their permission; or

Otherwise interact or communicate in a manner over email, internet or Social Media which may, in the Company’s opinion, potentially bring the Company into disrepute or damage its reputation.

1. **PUBLIC RELATIONS**
	1. The Company, or a Worker, may be asked to provide comment on Company and industry matters to media organisations.
	2. Unless authorise by [insert position], Workers must not make any comments or provide any information to media organisations.
2. **MONITORING**
	1. The network and computer system of the Company belongs to the Company and is intended for business use.
	2. The information contained within an email that is sent or received is regarded by the Company as corporate intelligence. Likewise, the history of internet usage (including Social Media activities) by all Workers is regarded as the property of the Company. As such, the information may be monitored or accessed by authorised staff without notice.
	3. The monitoring of email and internet activity is undertaken by the Company to ensure that a Workers’ usage is compliant with this Policy. Whilst intermittent, the monitoring will be ongoing. Monitoring may occur in order to determine:
3. If a Worker is spending an unreasonable period of time using email or the internet for personal purposes;
4. If a Worker is accessing, publishing or distributing inappropriate material either via email or the internet; and/or
5. Whether the confidential information of the Company and/or its members is being treated as confidential by the Company’s Workers and not disclosed or otherwise utilised in an unauthorised fashion.
	1. The Company reserves the right to review information obtained in order to discipline Workers or otherwise protect its position.
6. **POLICY ENFORCEMENT**
	1. The Company reserves it right to:
		1. Block the use of particular email, internet or Social Media platforms from time to time;
		2. Revoke access to emails or internet at any time without prior notice or consent;
		3. Direct Workers to remove content that is, in the view of the Company, inappropriate, unlawful; or otherwise in breach of the Policy.
	2. A breach of this Code of Conduct may result in disciplinary action up to and including the termination of employment, or termination of your contract.
7. **CHANGES TO THIS POLICY**
	1. The Company maintains its right to amend this Policy at any time. Workers will be notified of any Policy updates. The updated Policy will be available [electronically on our server] and will be sent to you by email.
	2. Workers are responsible for ensuring that they have read and understood the most recent version of the Policy. Workers will be provided with the most recent version of the Policy on commencement of their engagement/employment.
	3. If further information or clarification is required regarding the content of this Policy,

please contact [insert name of contact, insert position of contact] at [insert email address] or [insert telephone number].

1. **RELATED POLICIES**
	1. This Policy is in addition to and complements existing or future policies regarding Workers’ responsibilities and behaviour, including:
		1. The Company’s Discrimination, Harassment, Sexual Harassment and Bullying Policy; and
		2. The Company’s Code of Conduct.
2. **REVIEW**
	1. This Policy was adopted by the Company on [insert date].
3. **WORKER ACKNOWLEDGEMENT**
	1. I have read and understood this Social Media Policy.

|  |  |  |
| --- | --- | --- |
| **SIGNED** by\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Name of Worker: |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Name of Manager/Witness: |
|   Signature   Date |  |   Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date |