

Social Media Takeover Guidelines

Introduction

Social media has revolutionised Carclew's marketing and communications by providing platforms to participate in and contribute to conversations. Social media takeovers add value to online conversations in a constructive and meaningful way; thereby, effectively demonstrating respect for those engaging in social media channels.

These guidelines outline clear requirements for appropriate usage of Carclew social media profiles, including Facebook, Instagram and Twitter.

Who must comply?

Anyone given permission to run a social media takeover (staff, artists, tutors, agents, volunteers and residents).

These guidelines contain requirements of you in relation to your use of Carclew social media sites. You are required to be fully informed and aware of these.

- Think carefully before posting; ensure the information is consistent, honest, respectful and thoughtful to Carclew's audience. Once a disclosure is published online it can remain public and will be archived, stored and can be retrieved indefinitely.
- Be aware that you are legally responsible for your opinions, comments or content, and can be held personally liable for disclosures deemed to be defamatory or obscene.
- You must sign and return this document to acknowledge your acceptance and agreement to abide by these guidelines.

Guiding Principles

- Support the Carclew [vision and core values](#), and adhere to our [Code of Conduct](#) when making disclosures
- Disclose your name and relationship with Carclew when using Carclew's accounts
- Ensure that comments are appropriate for the audience and the information is consistent. Individuals must be aware of the content that they disclose on social media sites as minors may view it.
- Be honest, respectful and thoughtful to your audience. Respect the opinions of others
- Ensure that posts are accurate and comply with Carclew relevant [policies](#).
- For the protection of the organisation and employees, individuals are prohibited from using Carclew's social media channels to:
 - Publicly criticise the behaviour or actions of staff, the general public, clients and competitors
 - Engage in activities that could provoke a copyright infringement claim
 - Discuss issues of a confidential nature
 - Take a political stance on any matter
 - Post must not be:
 - deceptive or misleading about Carclew, its programs, activities or events.
 - defamatory or discriminating eg. racist, sexist, threatening, insulting or unlawful comments.
 - offensive or have the potential of creating an intimidating or hostile environment.

Individuals posting on behalf of Carclew must be aware that they are legally responsible for their opinions, comments or content, and can be held personally liable if they fail to follow these guidelines.



If you are unsure of whether certain information is appropriate to share online then do not post it or seek direction from Carclew’s Chief Executive or Senior Manager, Marketing and Development.

Working with Children in Art

Carclew is committed to encouraging young people and children’s involvement in the arts as participants, in the creative process and as members of an audience. When using images of participants Carclew is legally bound by parental permission or any other possible restrictions and ensure that signed permission is obtained. You must seek confirmation from a Carclew staff member that permissions have been provided.

Contact

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Agreement

I,.....
<insert your name>

of.....
<insert your address>

Agree to abide by the Carclew Social Media Takeover Guidelines

Signed _____

Date ____/____/____