

SOCIAL MEDIA POLICY

Overview:

This Social Media Policy is designed to clarify BLOC Music Theatre's expectations on how members, performers, production staff and all volunteers must conduct themselves on Social Media regarding the activities of the company. By following this Policy, your reputation, and the brand and reputation of BLOC Music Theatre, will be upheld and protected.

The Code also seeks to provide for a safe, enjoyable and equitable environment for all, in the undertaking their role within BLOC Music Theatre.

For the purpose of this Policy we define *Social Media* as any websites and/or applications (apps) that enable users to create and share content, or to participate in social networking through the sharing of images and messages.

Any published (public or 'private') content related to casting, rehearsals, the creative process or performances of a BLOC Production by BLOC members are a direct reflection of the company and therefore the following policy and guidelines are in place to protect individuals, and the company - BLOC Music Theatre.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for BLOC Music Theatre and specifically the current production being rehearsed/staged. If you are unsure if the content you wish to share is appropriate, seek advice from others before doing so (The Production Manager) or refrain from sharing the content at all.

BLOC Music Theatre understand the power of social media in promoting a show, therefore there will be numerous opportunities for cast, family and friends to like and share official images and videos. We encourage you to like and follow the BLOC Facebook and/or Instagram to help promote the show and the hard-work of everyone involved.

SPECIFIC GUIDELINES:

- **Phones/Electronic Devices are not permitted in the rehearsal room.** **Unless specifically requested and approved by Production Team.*

Adult cast members are requested not to use devices throughout a rehearsal unless for the purpose of recording a part **with permission from the Production Team.*

Junior cast members are encouraged to leave any devices at home where possible, there is communication methods available at the hall if required. BLOC takes no responsibility for broken/lost items throughout the rehearsals and show period.

- **Direct permission must be given to use a clearly identifiable image (photograph) containing any members of the cast.**

Privacy and Child Protection Laws prohibit the publishing of images containing children that contain identifiable details such as location or names.

In the case of **Junior members** PARENTS/CARE GIVERS permission is required.

Even if someone is your Facebook friend you should not post images of them taken at any BLOC related event without express permission from their parents or caregivers.

- **All Social Media Postings will adhere to the Company Code of Conduct and the following statements;**
 - refrain from any behaviour which may bring BLOC Music Theatre into disrepute;
 - 'private' messages, groups and events may not contain references to BLOC Music Theatre or a company managed event;
 - abstain from posting anything that may make any one feel unsafe or uncomfortable.
- **Copyright laws and licencing agreements strictly prohibit unauthorised recording of licensed material.**

Cast, production teams and associated members may not take photographs or videos of rehearsals and performances of any scripted material.

Cast and families are encouraged to report any images, messages or posts that they feel breach this policy to the Production Manager as soon as possible. *(With a screen shot if possible)*