

Multitude of Voyces

Supporting under-represented, vulnerable and marginalised groups through music and words.

Community Interest Company Number 11915610

Registered with the Charities Aid Foundation – beneficiary number 91000768708

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Media and Social Media Policy

This policy should be read in tandem with the Safeguarding Policy (Adults), Data Protection Statement & Policy, IT Statement & Security Policy, Privacy Policy, Disciplinary Procedure & Grievance Procedure and Data-sharing Policy (in the case of Project Partners)

Media, various

The CIC has no employees, however all personnel carrying out work on behalf of the CIC, whether paid or unpaid, are required to adhere to this Policy and to seek guidance from the CIC Director if they are unsure how to proceed.

It is expected that all personnel will wish to uphold the good reputation of the CIC. It is acknowledged that the work the CIC undertakes is complex and that it sometimes involves challenging political, educational or institutional norms or attitudes.

It is expected that all personnel with formally-defined roles within or on behalf of the CIC - Associates, Stakeholders, Subcontractors and Volunteers - will want to uphold the values of the CIC and celebrate its work, and will display honesty and integrity when sharing information about the CIC and its work, formally or informally.

The Director acknowledges that, from time to time, individuals or organisations with no formal connection to the CIC may wish to write and publish media content about the CIC: this policy does not extend to those external individuals or organisations but relates specifically to the code of conduct required of those with a clearly-defined role within the CIC.¹

The CIC makes use of a wide range of media in carrying out its objects. The CIC's work may be represented in a variety of media including:

- printed articles, including newspaper, magazine, academic journals, concert programmes, publications (including the *Anthology of Sacred Music by Women Composers*). These may be published independently by the CIC or may be published in partnership with Project Partners.
- Oral presentations, including interviews, webinars, lectures and other comparable presentations including talking-newspapers etc.
- Online articles (written by the Director, Associates or other Subcontractors including Volunteers)

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- Reviews (written by the Director, Associates or other Subcontractors including Volunteers)
- Adverts (prepared by the CIC and by the nominated Distributors of the *Anthology of Sacred Music by Women Composers* and other titles)
- Websites (including Stakeholder's own websites)
- Blogs (written by the Director, Associates or other Subcontractors including Volunteers)
- Videos (generated and owned by the CIC)
- Audio recordings (generated and owned by the CIC)
- Content on other approved platforms (managed by the CIC)

Those provided with a contracted role (the Director, Associates, Subcontractors and Volunteers) within the CIC must:

1. obtain permission from the Director if they wish to publish an article on behalf of the CIC or if the article purports to represent the CIC and its work or if the writer is or was part of a collaborative team undertaking work on behalf of the CIC
2. provide the Director/s with sight of a proposed publication relating to the CIC's work, prior to its submission for publication
3. obtain permission as appropriate when including quotations, other than those which are included anonymously and cannot readily be identified as belonging to any individual or organisation
4. present information about the CIC, its work, and the writer's work, truthfully, proportionately and honestly, taking care to protect the privacy and copyright of others (see [Data Protection Policy](#) and [Safeguarding Policy](#))
5. make clear whether they are writing about the CIC in a personal or representative capacity

Associates, Subcontractors and Volunteers must not:

1. benefit financially from articles of any sort written on behalf of the CIC and its work, without the Director's prior permission
2. disclose private or protected information about or belonging to the CIC, other than that which is by default in the public domain such as information contained within the CIC's own publications, or disseminated through online platforms such as the CIC's own website, or found on other media platforms managed by the CIC including the CIC's own SoundCloud/YouTube/Vimeo or other media channels.

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3. libel or slander the CIC or any of its personnel
4. seek to publish information about the CIC in any form which might bring the CIC into disrepute, or within a publication, printed or online, whose purpose or focus might bring the CIC into disrepute or otherwise damage its reputation.

Social Media

The Director acknowledges that the comprehensive use of social media platforms is an essential and beneficial tool for the CIC to carry out many of its objects, in particular to raise awareness of project work, to market its fundraising resources, to inform the wider media, Stakeholders, Project Partners and Donors, and to reach out to those who may wish to support the CIC in other ways. It is acknowledged that those who may wish to engage with the CIC through social-media channels may include media outlets, other organisations and individuals which may pose a risk to the individual or to the CIC.

The Director takes seriously the CIC's responsibility to safeguard and protect adults and children involved in its work, and recognise the risks which can be posed by inappropriate or careless use of social-media. The CIC has developed robust mechanisms and procedures to minimise the risk of harm to its own personnel and to the wider community.

At different times all personnel involved in the CIC's work might wish to raise up their own role or the wider objects of the CIC on a variety of platforms including but not exclusively:

- Facebook
- Twitter
- Instagram
- Tik Tok

Particular care should be taken by all personnel to safeguard their personal data and that of others in order to minimise Safeguarding risks to themselves and to others, and to promote good practice regarding Data Protection.

When acting on behalf of the CIC, or when purporting to act on the CIC's behalf (such as detailing their role as a Stakeholder) all personnel have a responsibility to use social media in a way which upholds the CIC's values and protects the privacy of others.

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No personnel acting on behalf of the CIC may correspond regarding that work through private messaging on Twitter, Facebook, Instagram or any similar platform, with any person under the age of 18. Personnel acting on behalf of the CIC may correspond appropriately and openly, with great care, with those over 16, where that correspondence is felt to be in keeping with the CIC's objects and without contention or risk. Freelance personnel who are concurrently employed (eg. teachers carrying out subcontracted work on behalf of the CIC) must inform their employer of their role for the CIC where it might include communicating on Social-Media in the way described above.

The CIC upholds the right to distance itself from any inappropriate content published by anyone with an association with the CIC, whether acting on behalf of the CIC or in a private capacity.

All personnel must take due care to protect the privacy of others, especially of vulnerable children or adults². Personnel are encouraged to seek guidance from the CIC Director if they are in any doubt as to the appropriateness of sharing the CIC's work on social-media.

Information shared privately on social media platforms by CIC personnel while carrying out a contracted role for the CIC might have to be made available by the CIC as part of a Subject Access Request in the event of a complaint or grievance.

¹ It is understood that some Subcontractors may also be Stakeholders or other Beneficiaries of the CIC. Those individuals must take particular care to ensure that the sharing of data through the (non-exhaustive) list of Media below is clearly defined as a. the Stakeholder or other Beneficiary's personal [unauthorised] views (in which case no privileged or sensitive data may be revealed without the Director/s' permission) or whether they are sharing information as an authorised representative for that particular piece of work, in which case any role relating to the Media or Social-Media will be described clearly within their individual contract of work.

^{1 cont.} The Director/s reserve the right to distance themselves or the CIC publicly from any inappropriate or untruthful content written by any person or organisation, and to challenge through the appropriate channels any deliberate misrepresentation of those within the CIC, or the CIC's work.

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²for example, if photographs are taken at a public concert, CIC event or workshop, individuals should ensure that relevant permissions have been given by all personnel for the sharing of such content or the naming of individuals on social-media platforms.

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