

## Multitude of Voyces

### Media and Social Media Policy

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

*The charity has no employees; however all personnel are required to adhere to this Policy and to seek guidance from the Director if they are unsure how to proceed.*

It is expected that all personnel will wish to uphold the good reputation of the charity. It is acknowledged that the work the charity 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 Directors, Associates, Stakeholders, Contractors and Volunteers, will want to uphold the values of the charity and celebrate its work, and display honesty and integrity when sharing information about the charity and its work, formally or informally.

The Directors acknowledge that from time-to-time individuals or organisations with no formal connection to the charity, may wish to write and publish media content about the charity. 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 or contracted role within the charity.

The charity makes use of a diverse range of media in carrying out its objects. Its 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 charity or may be published in partnership with Project Partners.
- Online articles (written by Directors/Associates or other Contractors including Volunteers)
- Reviews (written by Directors/Associates or other Contractors including Volunteers)
- Adverts (prepared by the charity 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 Directors/Associates or other Contractors including Volunteers)
- Videos (generated and owned by the charity)
- Audio recordings (generated and owned by the charity)

- Content on other approved platforms (managed by the charity)

The charity will not take responsibility for the content or dissemination of any post/article/publication/video or other presentation other than that written by its Associates or other personnel specifically contracted to undertake such work, however Contractors, Stakeholders, Beneficiaries, Volunteers or other interested parties wishing to prepare and publish/submit for publication posts, articles or other information on behalf of the charity, or wishing to prepare and publish/submit for publication posts, articles or other information which *purports* to represent the charity are nevertheless required to adhere to the guidance below and **must**:

- i. Firstly, obtain permission from the Director/s
- ii. make explicit whether they are writing about their work for the charity in a personal or representative capacity
- iii. provide full details of the intended publication/format and readership
- iv. seek the permission of project collaborators, via the Director/s if the writer is or was part of a collaborative team undertaking work on behalf of the charity.
- v. provide the Director/s with sight of a proposed publication relating to the charity's work, prior to its submission for publication
- vi. make any changes as requested by the Director/s or other interested parties
- vii. obtain permissions as necessary and appropriate when including quotations, other than those which are included anonymously and cannot readily be identified as belonging to any individual or organisation
- viii. present information about the charity, its work, the writer's work, and that of others involved in the work described, truthfully, proportionately, and honestly, taking care to protect the privacy and copyright of others (see [Data Protection Policy](#) and [Safeguarding Policy](#))

**and must not:**

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

- iii. libel or slander the charity or any of its personnel
- iv. seek to publish information about the charity in any form which might bring the charity into disrepute, or within a publication, printed or online, whose purpose or focus might bring the charity into disrepute or otherwise damage its reputation.
- v. make use of copyright material owned by the charity (such as artwork/logos/photographs/recordings) without explicit permission from the Director/s. (Writers or presenters may be asked to provide contact information for the intended publisher to clarify any rights or permissions for publication).

**Associates** authorised to prepare and publish/present for publication articles representing the charity and its work will follow the guidance within their individual contract of Agreement and Scope of Services.

The Director/s reserve the right to distance themselves or the charity publicly from any inappropriate, untruthful, or otherwise harmful or potentially harmful content written by any person or organisation, and to challenge any deliberate misrepresentation by or of those contracted by the charity in a paid or unpaid capacity.

## **Social Media**

The Trustees acknowledge that the comprehensive use of social media platforms is an essential and beneficial tool for the charity 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 charity in other ways. It is acknowledged that those who may wish to engage with the charity through social-media channels may include media outlets, other organisations and individuals which may pose a risk to the individual or to the charity.

The Directors take seriously the charity'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 charity has developed robust mechanisms and procedures to minimise the risk of harm to its own personnel and to the wider community.

Social media is a vital channel of communication. But it must be remembered that these channels also use personal data which we may process as a data controller in accordance with our data protection policy framework. This includes photographs as well as names and other direct or indirect identifiers. Content generated by authorised charity personnel and posted on social media channels remains our responsibility.

At different times all personnel involved in the charity's work, in particular Stakeholders, Contractors, Volunteers or other Beneficiaries might wish to raise up their own role or the wider objects of the charity on a variety of platforms including:

- 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 charity, or when purporting to act on the charity'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 charity's values and protects the privacy of others and must follow the guidance listed above.

All personnel must take due care to protect the privacy of others, especially of vulnerable children or adults<sup>1</sup>. Personnel are encouraged to seek guidance from the nominated charity Director if they are in any doubt as to the appropriateness of sharing the charity's work on social media.

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

<sup>1</sup>for example, if photographs are taken at a public concert, charity 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. Where identifying information such as photographs relates to those known by the poster to be vulnerable or under 18, all personnel must take particular care to follow the charity or other relevant person or organisation's guidance (such as a school or care-home Project Partner).

## **Data Protection**

Please note that where an individual posts on their personal social media account in a private capacity about a subject relevant to the charity or in their capacity as a representative of the charity, the charity will not be responsible for that content other than where that information has been generated by the charity and where it has been copied or forwarded (e.g. re-tweeted or shared) entire or without damaging alteration.