

Use of Social Media and Online Communication Policy and Procedures

Rationale

- The PDMC Risk Management Statement makes clear our commitment to safeguarding the welfare and safety of our players in particular, but also of all adults involved in PDMC activity.
- PDMC policy with regard to safety and welfare is already guided by several key policies. Paramount is our Safeguarding Policy, which on its first page also lists all other relevant policies, including a Privacy Policy, Risk Assessment procedures and a Code of Conduct for EDs.
- Online communication by email is now established as the norm and we recognise an increasing role for social media both in promoting the organisation and in creating a strong and vibrant community of parents, players and audiences.
- We also recognise that social media can lead to abuse and to other threats to people's safety and well being.

Guidelines and Controls

1. These guidelines apply to all PDMC personnel and relate to the PDMC web site, any PDMC Facebook pages (public or private), YouTube, Instagram, Twitter, other emerging social media; and online conferencing.
2. All social media initiatives, and any exceptions to these guidelines, must be risk assessed and have the prior approval of the trustees.
3. All social media postings on the web site and any private Facebook page must be authorised by an approved, and DBS certificated, PDMC administrator; and will be regularly monitored by the PDMC administrators and a designated trustee to ensure that any inappropriate material is immediately taken down.
4. Specific procedures and rules must be in place for any private Facebook page or other media of which players (over 13 only) may be members.
5. Players will never be identified by name or otherwise in a PDMC posting; and parental permission will be obtained before a player's image may be included in any posting.
6. Paragraph 2.9 of the Handbook - Communicating with Parents and Players - must always be observed. Specifically, EDs must never communicate directly with players by email or through social media without the express approval of the Chair or designated trustee.
7. Photographs or videos of rehearsals, performances or other PDMC activities for any kind of publication may only be taken by a person authorised by PDMC. Announcements and notices will make it clear that any photographs or videos taken by parents must be for private family use only and not circulated more widely.
8. PDMC social media will carry regular notices to urge parents and players to report immediately any online communication or social media material or activity that may be causing concern.
9. PDMC undertakes to investigate immediately any concerns or complaints, at the first opportunity to remove any inappropriate material or to halt any inappropriate communication, and to take any further or disciplinary action that may be required.

Approved at the PDMC Board Meeting on 11 May 2020