



SOCIAL MEDIA POLICY

Policy statement

This policy is intended to help staff make appropriate decisions about the use of social media.

Who is covered by the policy

This policy covers all individuals working at all levels and grades, including directors, employees, consultants, contractors, homeworkers and volunteers (collectively referred to as staff in this policy).

The scope of the policy

All staff are expected to comply with this policy at all times to protect the privacy, confidentiality and interests of Music for Galway. Breach of this policy may be dealt with under our Disciplinary Procedure.

Responsibility for implementation of the policy

The Executive Director has overall responsibility for the effective operation of this policy. All staff are responsible for their own compliance with this policy and for ensuring that it is consistently applied.

Using social media sites in our name

Only Music for Galway employees and Board members are permitted to post material on a social media website in our name and on our behalf.

Using work-related social media

We recognise the importance of the internet in shaping public thinking about Music for Galway and our services, employees, partners and customers. In order to help shape industry conversation and direction, staff are permitted to interact on social media after gaining approval from the Executive Director.

Rules for use of social media

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules:

- Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- Never disclose commercially sensitive, anti-competitive, private or confidential information
- Do not upload, post or forward any content belonging to a third party unless you have that third party's consent.
- It is acceptable to quote a small excerpt from an article, particularly for the purposes of commenting on it or criticising it. Quote accurately, include references and when in doubt, link, don't copy.
- Before you include a link to a third party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.

- When making use of any social media platform, you must comply with its terms of use.
- Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of us as a company. If you make a mistake in a contribution, be prompt in admitting and correcting it.
- You are personally responsible for content you publish into social media tools – be aware that what you publish will be public for many years.
- Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion.

Monitoring use of social media websites

- Staff should be aware that any use of social media websites (whether or not accessed for work purposes) may be monitored and, where breaches of this policy are found, action may be taken.
- Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and us. It may also cause embarrassment to us and to our clients.
- If you notice any use of social media by other members of staff in breach of this policy, please report it to the Executive Director.

Monitoring Video and Photographs

- The following sign will be displayed at each Music for Galway event, alerting people to the fact that their image may be recorded but that they have the option to deny consent;



- If we receive notification that an image is to be removed from existing social media platforms, we endeavour to do so to wherever possible and in a timely manner.

MfG Social Media Protocols (Social Media Officer SMO / Artists)

- Programme Administrator will put SMO in touch with the artists before the concert (possibly when sending out the contracts). This should help with promotion BEFORE the concert.
- If SMO intends to use sound recorded live at a concert for a post, the SMO will always check with the performer(s) that they are happy for it to be used.
- Ideally, the SMO will do this on the night of the concert. The SMO will play the soundbite that they intend to use and get clearance.
- If there is no time to do so on the day, the SMO will seek clearance as quickly as possible.

- Once contacted, the performers will have 24 hours to react. The Programme Administrator will share a contact phone number, so the SMO can contact them directly. If they do not answer, the post will go out.

Signature (CEO)	Date:	Next review
Anna Lardi	6 July 2020	6 July 2022
Revised and updated	24/09/2026	
		24/09/2028