



Social Media Guidelines for Cast and Crew

Social Media is a term used to describe the type of media that is based on conversation and interaction between people online. Digital words, sounds and pictures are typically shared via the internet and the value can be cultural, societal or even financial.

Currently, Stages Theatre Company (STC) has active accounts with:

- Facebook (fan page): <http://www.facebook.com/stagestheatrecompany>
- Twitter: <http://www.twitter.com/stagestheatreco>
- You Tube: <http://www.youtube.com/user/StagesTheatreCo>
- Instagram: <https://instagram.com/stagestheatreco/>

STAGES THEATRE COMPANY GUIDELINES

The following social media guidelines are in place to promote responsible cast/crew communication with conversations that shape the image of STC. However, cast/crew need to be aware that their use of social media may have general or job-related implications and/or consequences, whether or not they are using social media while working or while using STC computer systems or personal computers. **These guidelines apply to all online conduct, as well as online communications specifically about STC.**

ONLINE CONDUCT IN GENERAL

STC desires to promote free and open online communication, but at the same time needs to protect its image, brand and goodwill. With these goals in mind, cast/crews are reminded of the following ground rules that apply to the use of social media by cast/crew, at any time.

1. STC has certain expectations for cast/crew conduct, and online conduct is no different from other conduct. Cast/crew who engage in the use of online social media are expected to follow STC policies at all times. These social media guidelines are in addition to, and not in place of those other policies.
2. Violation of STC policies while blogging or using other online social media, even outside of STC, may result in disciplinary action, including dismissal.
3. What you publish or post online is often public, and STC may become aware of it to the same extent as the general public. STC has access to and may monitor what cast/crew openly publish or post on the Internet.
4. STC also reserves the right to monitor its own computer systems and to read and copy all files or data contained or transmitted on its computer systems at any time, with or without prior notice.
5. Cast/crew are not permitted at any time to disclose confidential or proprietary information about STC or to disclose private information about STC patrons, employees, contractors, board members, or business partners without their consent.

6. **STC respects the parental rights given and therefore employees (artists or individual teachers) are not permitted to publish electronic media (videos, photos, etc.) of minors at any time.**

WHAT TO DO WHEN COMMUNICATING ABOUT STC

BE RESPONSIBLE FOR WHAT YOU WRITE

STC cast/crew are personally responsible for the content they publish on social media sites or any other form of user-generated material. As a social media user, you have the right to practice free speech online, but please do so in a respectful and responsible manner. Exercise good judgment and common sense. Everything that is published will be online for an indefinite period of time.

If you publish any content to a blog or website and it has to do with your work at STC, or discloses your connection with STC, you should obtain advance approval from STC or else use a disclaimer such as: **“The postings on this site are my own and do not represent Stages Theatre Company’s positions, strategies or opinions.”**

BE AUTHENTIC

When publishing or posting online content about STC, please state your name and association with the company. Patrons buy from people they know and trust, so let people know who you are. When discussing STC related matters, you must write in the first person, and make it clear that you are speaking for yourself and not on the behalf of STC.

CONSIDER YOUR AUDIENCE

Consider and remember who your audience includes—current patrons, potential patrons, current/past/future employees, youth, etc.—and make sure those audiences are not alienated in any way. If you are not comfortable with friending coworkers, youth actors, etc. you have that choice.

EXERCISE GOOD JUDGMENT

Refrain from communication that can be interpreted as slurs, demeaning language, insults, obscene language, inappropriate content, etc. Do not provide STC’s confidential information. Any violation of this policy may result in disciplinary action, including dismissal.

UNDERSTAND THE CONCEPT OF COMMUNITY

Be aware of your association with STC when communicating online. This includes profiles, posts or statements made. Create an environment where patrons, users or friends feel comfortable sharing and connecting.

BRING VALUE

Social Media has more impact if you add value for your followers, readers, fans and users. Post articles, share advice, ignite conversations, etc. to enhance the communication and relationship-building experience. Be sure to cite references when possible. Identify who is talking about similar content and link back to them if possible.