



SOCIAL MEDIA POLICY

Introduction

This social media policy describes the rules governing use of social media personally and on behalf of the Lyric Hammersmith Theatre ('The Lyric'). It sets out parameters for how anyone operating within the Lyric or anyone affiliated in anyway with our Theatre must behave when using the company's social media accounts. It also explains the rules about using personal social media accounts and describes what staff may say about the company on their personal accounts.

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Definitions

Social media sites and services include (but are not limited to):

- Popular social networks like TikTok, BeReal, Instagram, **Twitter**, **SnapChat** and **Facebook**
- Online review websites like **Reevoo**, **Trustpilot**, **TripAdvisor**
- Sharing and discussion sites like **Delicious** and **Reddit**
- Photographic social networks like **Flickr**, **YouTube**, **Snapchat** and **Instagram**
- Question and answer social networks like **Quora** and **Yahoo Answers**

Professional social networks like **LinkedIn** and **Sunzu Purpose**

The Lyric recognises the benefits that the use of social media can bring to the organisation, and to individual workers, both in their personal and working lives. This policy is intended to minimise the risks of social media which impact on the reputation of the Lyric, so that staff can enjoy the benefits of social networking whilst understanding the standards of conduct expected by the Lyric.

Scope

This policy applies to everyone that works for the Lyric, management and all Lyric staff (permanent, fixed term, casual and freelancers). Actors and Stage Managers contracted to work at the Lyric under the UK Theatre/Equity Sub Rep Agreement and Musicians contracted under the UK Theatre/MU Agreement, including Trustees, volunteers, external partners and suppliers. For anyone operating on an external arrangement or contract the engaging manager will be responsible for making these individuals aware of this policy.

This policy applies to the use of social media for both business and personal purposes, during work and outside of work hours, on the Lyric's equipment or personal devices, and whether posting on social media using personal or work related accounts. It also outlines what the Lyric views as unacceptable use of social media.

Social media can include, but is not limited to those platforms identified in the 'Social Media' section above.

Use of Social Media

The Lyric has no direct control over the information that staff choose to disclose on social networking sites about their personal lives. However, staff must protect the reputation of the Lyric, their own privacy, the privacy of colleagues and customers and the confidentiality of the Lyric's information/data in any communications or statements they make available to members of the general public, which includes family and friends outside of the Lyric.

The expectation would be that employees behave professionally in all situations which relate directly or indirectly to the Lyric and should conduct themselves in a way which acknowledges the standards of behaviour expected by the Lyric.

Protecting Reputation and Relationships

Disciplinary action may result if following an investigation there is evidence of potential risk and or damage to:

- The reputation of the Lyric
- Working relationships within the Lyric
- Working relationships with external / collaborative partners
- Relationships with audiences or service providers

All staff members are advised to avoid posting anything online that they would not wish managers or colleagues to see.

Social Media with Children and Adults at Risk

As per the Lyric's safeguarding policy direct contact with CHILDREN and/or ADULTS AT RISK through social media (such as Facebook, Twitter, Snapchat, Instagram blogs etc.) should only take place through Young Lyric accounts and not using the individual WORKERS own accounts or blogs. WORKERS should not be personal Facebook 'friends' with a CHILD and/or ADULT AT RISK involved with the Lyric nor should they personally 'follow' on Twitter, Snapchat or Instagram (or any other direct communication/messaging application) a CHILD and/or ADULT AT RISK who is known to be involved in the Lyric.

Confidential Information

Employees must not disclose confidential information, or sensitive business related information through social media channels.

Additionally, employees must always pay due regard to the provisions of the Data Protection Act and General Data Protection Regulation, and as such ensure that they do not disclose information which could constitute a breach of the Act and/or Regulation. If following an investigation there is evidence of any unauthorised disclosure of confidential information, or action which leads to a potential breach of the Data Protection

Act and General Data Protection Regulation, this may also lead to disciplinary action for the staff concerned.

Social media and recruitment

Recruitment processes are increasingly utilising social media as a method of engaging job-seekers. Due to the increasing amount of content posted online, viewing candidate's social media profiles is a quick and effective way of checking details contained in a CV or getting a rounded profile of the candidate. The Lyric may advertise a job via LinkedIn and review a candidate's employment history on the same platform.

General Guidance on the use of Social Media

Staff should always remember that any information disclosed through personal accounts on social networking sites is disclosed in a personal capacity, and never on behalf of the Lyric.

Where staff members disclose their association with the Lyric through social media used for personal purposes, any views they publish should be presented as purely personal views rather than being representative of the views of the Lyric.

Staff must also bear in mind their audience when posting publicly on social media. They should ensure that those who are able to access the information they post have a right to see it, and also that it is appropriate that they see such information.

If using social media in their capacity as an employee, it is important to ensure that the Lyric's interests are considered, where in doubt advice should be sought in the first instance through the Communications and Sales team, the employee's line manager and then a member of senior management.

Account Security

Staff members must always ensure that security information for personal and work related accounts remains confidential, and that they do not disclose log-in information, including passwords, to people who are not authorised to use those accounts.

Where unauthorised access has been gained to an account, there is the possibility of further security breaches and potential damage to personal and/or the Lyric's reputation. If a staff member believes that unauthorised access has been gained to a work related account, they should contact their manager in the first instance for advice. In the event that a manager is unavailable then a member of senior management and the Director of Communications and Sales should be informed.

Breach of this policy

Knowingly breaching this social media policy is a serious matter. Users who do so will be subject to disciplinary action, up to and including termination of employment.

Employees, workers, contractors, freelancers, volunteers and other users may also be held personally liable for violating this policy.

Where an employee identifies a potential breach of this policy, they should in the first instance report the matter to their manager. Staff have the right to raise a Grievance where they believe a colleague has inappropriately disclosed personal information about them, or information which they believe may negatively affect working relationships.

Community Guidelines

Our Community Guidelines are published on our website and are linked to on our social media channels (YouTube, Instagram, Facebook, Twitter, LinkedIn and TikTok). They are included below for your benefit too.

Lyric Hammersmith Theatre Social Media Community Guidelines

We are the Lyric Hammersmith Theatre. We are the civic and creative heart of West London. We believe that everyone deserves to experience the life changing impact of theatre.

Our social media channels are a safe space for us to engage with our community in West London and beyond, share news about our projects and stimulate discussion. While we always welcome engagement and feedback, we will not tolerate and reserve the right to delete any post or comment that we consider to be offensive, hateful or disrespectful to our community. This includes but is not limited to:

- Hate speech that expresses prejudice against a particular group of people, especially on the basis of race, gender, sexuality etc.
- Threatening or violent language
- Indecent, sexually explicit or pornographic language or imagery
- Libellous or defamatory posts about our staff, freelancers or patrons
- Frequent posts advertising a product or service (spam)
- Content that compromise the Company, disclose confidential data or disclose sensitive data
- must not damage the Lyric reputation or brand
- Content that breaches copyright or data protection

If an account repeatedly goes against our community guidelines then we will block the account.

Please remember that all of our followers also need to comply with each social media platform's own terms of use.

Our Communications & Sales team monitors the Lyric's social media channels during working hours (Monday – Friday, 10am – 6pm) to answer your queries. If you have any urgent queries outside of these hours, please call our Box Office on 020 8741 6850 or email enquiries@lyric.co.uk.

If you have any ideas for how we can moderate our channels better, please email marketing@lyric.co.uk.

Review

This policy was approved by the Lyric's Executive Director 09 October 2023 and takes effect from that date.

In the event of any significant change to legislation associated with this topic, this policy will be subject to immediate review. In the absence of such a change, the policy will be reviewed every three years.

This policy will pertain to all permanent staff, casual staff and freelance staff at the Lyric.