



Grantham Choral Society - Social Media Policy

Introduction & Purpose

Grantham Choral Society (GCS) recognises that social media is a powerful tool for promoting our concerts, recruiting new members, and celebrating our musical community. As a registered charity (number 505960), our online presence must reflect our values and comply with UK law.

The purpose of this policy is to:

- Protect the reputation of GCS.
- Ensure the safety and privacy of our members and audiences.
- Provide clear guidelines for those posting on behalf of GCS.

Scope

This policy applies to all Committee members, the Musical Director, accompanists, members, and volunteers. It covers official GCS accounts and personal accounts where GCS is discussed or identified.

Official Accounts vs Personal Use

Official Voice

- Only the designated **Social Media Manager** is authorised to post as the official voice of GCS.
- The Social Media Manager must be a member of the GCS Committee.
- As at the date of this policy Stefani Abadian-Crone is the designated GCS Social Media Manager.
- Official posts must be accurate, respectful, and politically neutral to protect our charitable status.

Personal Accounts

- Members are encouraged to share GCS posts to boost reach.
- When posting about GCS on personal accounts, members should avoid claiming to speak on behalf of the committee or of GCS
- Do not engage in online "wars" or arguments regarding reviews, venues, or other choirs.

Legal & Regulatory Compliance

As a UK charity, GCS must adhere to specific legal frameworks:

- **GDPR & Privacy:** GCS will not post photos or videos of members who have opted out of media coverage. Personal data (e.g., a member's home address or phone number) must **never** be shared.
- **Copyright:** GCS must ensure it has the necessary **PRS/PPL licences** or permissions from publishers before posting clips of rehearsals or performances.

- **Safeguarding:** If children or vulnerable adults are involved in a performance, no identifying information (full names/schools) will be posted alongside their images without specific written parental consent.
- **Libel & Defamation:** Content must not be offensive, demeaning, or potentially damaging to the reputation of individuals or organisations.

Content Guidelines

To maintain a professional and welcoming image, all content should be:

1. **Positive:** Focus on the joy of singing and community.
2. **Inclusive:** Reflecting our commitment to diversity.
3. **Visual:** High-quality images/video (with consent).
4. **Timely:** Keeping information about concert dates and tickets up to date.

Monitoring and Breach of Policy

Through its Social Media Manager, the Committee reserve the right to:

- Request the removal of any post by a member that is deemed harmful to GCS.
- Moderate or delete comments on official pages that are "trolling," spam, or offensive.
- Revoke membership or take disciplinary action in the event of a serious breach (e.g., online bullying of a fellow member).

Reporting Issues

- If a member becomes aware of any social media activity that concerns them—such as online harassment or a post that brings GCS into disrepute—they should report it immediately to either the GCS Safeguarding officer or the Chair of GCS.
- The Social Media Manager will report to and seek advice from the GCS Committee should any dispute, argument or any type of online engagement that they do not consider to be in the interests of GCS, appearing on any social media account come to, or be drawn to their attention.

Review

This policy will be reviewed annually

Date