



Cartwheel Arts

Social Media Policy

Policy for staff members, Board members, temporary and freelance workers using ICT in Cartwheel Arts or on behalf of Cartwheel Arts

"Social Media engagement...is about what you do and say. It's about having the right content, in the right channels to engage the right audience in the right way."

Culture 24, Let's Get Real

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Introduction

The purpose of this policy is to protect the quality and integrity of the company's Information Communication and Technology (from here on ICT) facilities and information resources and to provide guidelines to Cartwheel staff usage for Cartwheel Arts, at Cartwheel Arts (from here on CWA) and relating to Cartwheel Arts. These are set to enable consistency of approach as part of the whole company's Communication strategy and will provide helpful advice for administration. It is intended that this document will be a practical, working document to allow for change within the ICT landscape, as well as within Cartwheel Arts itself.

All CWA ICT facilities and information resources remain the property of CWA and not of particular individuals, teams or departments. By following this policy we will help ensure that ICT facilities are used legally, securely and without undermining CWA.

Policy Statement

This policy on the use of ICT is in addition to the Cartwheel Arts's policy on Social Media Policy (SM policy), Phone protocol and etiquette, the Data Protection policy, Brand Manual Guidelines, Marketing Plan, SM Strategy and SM Schedule. All these are part of Cartwheel Arts communication Strategy.

It is the policy of CWA to encourage the use of its internet services, sharing systems - electronic mail, cloud, google dropbox, batchbook, Asana, Trello, etc - to share information, to improve communication and to prohibit unauthorised and improper use of the means of communication. Use of the internet and sharing systems is permitted and encouraged where such use is suitable for business purposes and supports the goals and objectives of the company. It is only to be used in a manner that is consistent with the company's standards of business conduct and as part of the normal execution of employees or volunteers responsibilities. Those who use the company internet and email services are expected to do so responsibly and must comply with this policy (personal use of email and internet facilities is restricted to the terms in Clause 10)

To minimise these risks, to avoid loss of productivity and to ensure that the Cartwheel Arts's IT resources and communications systems are used only for appropriate purposes, it is essential that all colleagues (see below for definition) adhere to this policy, in addition to its policy on Electronic Communications.

Who is covered by this policy?

This policy covers all individuals working or collaborating at all levels and areas of Cartwheel Arts including freelance artists, partners, trainees, Board members that contribute actively to Cartwheel Arts' SM accounts at any given time. It also covers consultants and third parties who at any given time have access to the Cartwheel

Arts's electronic communication systems and equipment such as SM consultant or IT consultant or artist freelancing.

All of these individuals are collectively referred to in this policy as 'colleagues'.

Scope and purpose of the policy

The purpose of this policy is to outline the responsibilities of any colleagues using the internet to access all SM platforms including blogs as well as web communications.

SM refers to any type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social networking sites such as Twitter, Facebook or LinkedIn. SM also covers blogs and video- and image-sharing websites such as YouTube, vimeo, snapchat, instagram, periscope, Flickr or any others that come in the future as well as the website.

Colleagues should be aware that there are many more examples of SM than can be listed here and this is a constantly changing area. All colleagues should therefore follow these guidelines in relation to any SM that they use.

The policy also applies to the use of SM for both business and personal purposes, whether during office hours or otherwise. The policy applies regardless of whether the SM is accessed using the Cartwheel Arts's IT facilities and equipment or equipment belonging to colleagues.

Who is responsible for this Policy?

Cartwheel Arts director and Development Manager (or marketing responsible in its place) with the support of the board member acting as chair of the Marketing Task Group. Ultimately all directors are responsible for the regular update of the policy and the upkeep of it with any new regulations.

All project managers have a specific responsibility for operating within the boundaries of this policy, ensuring that all colleagues under their jurisdiction understand the standards of behaviour expected of them, and taking action when behaviour falls below its requirements.

All colleagues are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of SM should be reported to the individual's line manager.

Questions regarding the content or application of this policy should be directed to the relevant line manager or board member.

Breaches of this policy

All colleagues are required to adhere to this policy, and any breaches of this policy may result in disciplinary action up to and including dismissal.

Disciplinary action may be taken regardless of whether the breach is committed during working hours, and regardless of whether Cartwheel Arts equipment or facilities are used for the purpose of committing the breach.

Any colleague suspected of committing a breach of this policy will be required to co-operate with any investigation.

Colleagues may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

Serious breaches of this policy, such as incidents of bullying of colleagues or damage to the Cartwheel Arts as a result of SM activity may constitute gross misconduct and lead to summary dismissal.

Use of SM for Cartwheel Arts' purposes

When, as part of their duties, a colleague is required to contribute to any of the SM platforms speak on behalf of the Cartwheel Arts, such communication must be approved by their line manager, who may require them to undergo training before such activity and may impose certain requirements and restrictions with regard to these activities, such as reading this policy and understanding the Cartwheel Arts's use of SM and their role and contribution to it.

Accessing SM at work for personal purposes.

Cartwheel Arts understands that colleagues may occasionally wish to use SM for personal activities either at the office or using the Cartwheel Arts's computers, networks or other IT resources or communications systems. Cartwheel Arts reserves the right to restrict such access where Company's equipment, resources or systems are used.

Whether using Cartwheel Arts resources or their own computers or devices to access SM websites while they are at work, colleagues must limit this to their official rest breaks such as their lunch break or times when they are not on duty, and ensure that it does not interfere with their work responsibilities or productivity.

Such use of SM must not involve unprofessional or inappropriate content. Specifically, the circulation of chain letters or other spam, the circulation or posting of commercial, personal, religious or political solicitations, or promotion of external organisations unrelated to the Cartwheel Arts's business that may post a threat to CA reputation by association.

References to Cartwheel Arts brand or information

When using SM in their personal time, colleagues should be aware that any social networking website is a public forum, and should not assume that their postings will remain private.

Whilst colleagues may not be acting on behalf of Cartwheel Arts, any possible references that they make to Cartwheel Arts brands, products or information, or postings that link them to the company may potentially damage Cartwheel Arts.

Colleagues should refer to Cartwheel Arts brand when in personal use of SM in a professional manner and under a relevant context. ie. mentioning Cartwheel Arts as your current employer in Likedin, or retweeting a Cartwheel Arts activity through your personal Twitter account to promote to your friends maybe ok. Always check with your line manager if you're not sure.

Any posting that indicates that a colleague is associated with Cartwheel Arts brand means that all prior and future postings using that SM account can be linked to Cartwheel Arts.

Cartwheel Arts wants to hold an open policy based on trust. We encourage all colleagues to use their common sense and think of potential benefits or repercussions before associating CA with any SM activity

If a colleague makes reference to their work on SM (for example, giving opinions on their specialism or the sector in which the Cartwheel Arts operates), they should neither claim nor imply that they are speaking on behalf of the Cartwheel Arts (unless authorised in writing by line manager to do so).

Any personal posting where a link may potentially be made with Cartwheel Arts must include in a prominent place an explicit disclaimer to clarify that the colleague is not representing Cartwheel Arts. An example of such a statement is as follows:

"The views I express here are mine alone and do not necessarily reflect the views of my employer."

Colleagues should also ensure that their profile and any content they post are consistent with the professional image they present to stakeholders and colleagues.

Despite any disclaimers Cartwheel Arts can take action to require posts to be deleted or other actions to be taken in relation to the post, if they think it necessary as it is harming the company's reputation by ill association or other negative impacts.

A staff member posting harmful, negative or detrimental messages towards the company or any stakeholder group through their personal accounts, despite showing a disclaimer statement, may be subject to investigation and it will be ultimately up to Cartwheel Arts to act on any consequence depending on the severity of the post.

Employment references

Colleagues should be aware that any references or recommendations given in relation to current or former colleagues, positive and negative, can be attributed to Cartwheel Arts and create legal liability for both the author of the reference and Cartwheel Arts.

Under NO circumstances are Colleagues authorised to provide a written or official employment reference or recommendation for or on behalf of Cartwheel Arts on any form of SM. Any employment or work references written in personal letters of recommendation, presented as verbal recommendations, or appearing on any SM sites such as LinkedIn and Facebook must state **unequivocally** that they are made as

a personal reference only and that they do not, in any way, represent Cartwheel Arts or its views. (see HR policy for more information on giving company references).

The responsible use of Social Media and online communications

Colleagues are legally responsible for their SM postings and may be liable if these are found to be defamatory, constitute harassment, or be in violation of any laws.

SM must never be used in a way that breaches any other Cartwheel Arts policies or contractual obligation. If an internet post would breach any Cartwheel Arts policies or contractual obligation in another forum, it will also breach them in an online forum.

If there is any uncertainty or concern about the appropriateness of any statement or posting, colleagues should refrain from making the communication until they have discussed it with their line manager.

Anyone seeing content in SM that disparages or reflects poorly on Cartwheel Arts or its stakeholders or colleagues should contact their line manager. All colleagues are responsible for protecting the Cartwheel Arts's business reputation.

Any communications must not violate any other applicable policy of Cartwheel Arts, including but not limited to any Code of Conduct and E-policy.

In particular, colleagues must not:

- Bring Cartwheel Arts into disrepute, for example by:
 - Criticising or arguing with users, colleagues, stakeholders or even similar organisations;
 - Making defamatory or disparaging comments about individuals or other organisations or groups (whether or not these may be colleagues, participants, business partners, suppliers or other stakeholders); **or**
 - posting images that are inappropriate or links to inappropriate content;
- Breach confidentiality or data protection laws, or infringe any contractual obligations, for example by:
 - Revealing company internal protocols, procedures or protected information
 - Soliciting or attempting to solicit or entice away participants, suppliers, colleagues or partners
 - Giving away personal and/or confidential information about an individual (such as a colleague, participant, staff member or Board member); **or**
 - Discussing Cartwheel Arts's internal workings (such as its performance, its future business plans or any other information, policy or working paper that has not been made public);
- Breach copyright, or other laws or ethical standards for example by:
 - Using someone else's images or written content without permission; or

- o Failing to give acknowledgement where permission has been given to reproduce something;
- o Claiming to be someone else; **or**
- Making misleading statements
- Do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
 - o Making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
 - o Using SM to bully another individual (such as an employee of the Cartwheel Arts or a participant, previous staff member or freelance); **or**
 - o Posting images that are discriminatory or offensive (or links to such content)

All staff members and freelancers contributing to any Cartwheel Arts SM platform should sign their posts, tweets, etc. with their initials at the end of the message, whenever possible. ie. New programme of activities at CA to help people in need find information here. By PS #TUAO manager. The same to be applied whenever possible in all other SM platforms.

Monitoring

The contents of the Cartwheel Arts's IT resources and communications systems are the property of the Cartwheel Arts. Therefore, colleagues should be aware that all SM communications are monitored. Line managers and Director have access to all IT systems and platforms and are responsible for making sure that all activity is supervised and complying with our policies.

Setting up new SM Accounts and Platforms

Before setting up any new SM account this need to be agreed by the line manager and the person responsible for Marketing. Each SM account needs to be an integral part of Cartwheel Arts Communications Strategy as a whole and contribute to the aims without compromising staff members' capacity and efficiency.

Each new SM platform to be incorporated as part of the strategy needs to contribute significantly to whole strategy's goals. If the time to invest is greater than its potential return in terms of audience engagement, audience target, online to offline user conversion (to become donors, users, participants) or brand awareness, stronger reputation and/or market growth the incorporation of such new platform should be reconsidered. In cases where the only way to reach a specific market segmentation is only through a specific channel or SM platform even if the time investment is disproportionate to its return it may be considered necessary for the project or the company.

In such cases the project manager will take responsibility for the update and activity of such platform. He/She will also be responsible for sign up and sign off (if necessary at the end of the project) or information archiving.

All means of online social communication need to have a purpose to it.

All online Cartwheel Arts platforms will have a general responsible for the monitoring of the activity. The person responsible to overlook all SM and online activity will be the person responsible for marketing and the Company's director. In project based platforms such as A&S blog, audioboom, Intern's blog or Asana the responsibility will be of the project manager to report to the Marketing person or Director.

All SM platforms used across the company will be incorporated in the Marketing Schedule and Communication strategy.

A general company's profile will be agreed to use across all platforms to:

- Use our new logo symbol or full logo as the company's visual
- Include a short description as part of the profile stating CA mission and vision and the purpose of the platform if relevant. ie. This platform is for sharing Cartwheel Arts interns, placements, etc. experiences and knowledge in their time at CA.'
- To include Cartwheel Arts website prominently in the profile.
- Incorporate a company disclaimer where different staff members and other stakeholders, freelancers, etc. are contributing with their comments and views stating that *'The views expressed here by any person do not necessarily reflect the views of Cartwheel Arts.'* or **'The views and opinions expressed** in this SM platform are those of the authors and do not necessarily reflect the official policy or position Cartwheel Arts or its employees, Directors or members'

Images

As with a lot of the above, we will take a common sense approach to the use of images on SM, and respect the privacy of our participants. (Please see Brand Guidelines to complement this information)

- If photography is taken at a festival or public event, signage will be situated wherever possible to inform participants that images may be used on SM sites. We will use these images on our SM channels when appropriate but we will not request individual consent.
- Participants will be asked to give permission at individual smaller events if photographs taken can be used on SM. Any photography permission forms should carry 'SM' as an option for use. No images should be passed onto the external SM co-ordinator which have not been cleared for use.
- People featuring within photographs uploaded to Facebook will not be tagged by the Cartwheel Arts team, however if that person wishes to tag the photo of themselves (and they are a Fan) then they are able to do so.

- All images uploaded on any SM channel should be clearly labelled with place, date and content information.
- Images uploaded onto flickr should be tagged appropriately e.g. "Cartwheel Arts".
- We won't use images from events or activities with a sensitive nature, e.g. health and wellbeing.
- We should set up a clear system in-house for photography which has been cleared for SM usage. Each image should be labelled to match any permission forms.

Dealing with negative feedback

It is very easy due to the immediacy of SM to respond to a negative comment quickly without due care. We must remember that if people want to give negative feedback it is likely to happen in a social space or online anyway whether you are operating SM sites or not. At least through our SM channels we can control the discussion (and constructive criticism of course helps us consider how we can improve).

Some key tips with dealing with negative feedback are:

- treat negative feedback in the same way as you would do in person in terms of tone and response; don't take it personally always respond in a professional manner and remember you are representing Cartwheel Arts
- demonstrate you take the feedback seriously by responding to it, never delete negative feedback, unless it is deemed abusive
- acknowledge the feedback publicly and continue the conversation if needed publicly. If the matter requires a more in detail investigation and personal treatment then encourage the person to continue the conversation into a private channel e.g. offer them to call you (remember not to ask for any personal details online publicly, don't offer to call back as this would require them sharing their phone). Share your work details for them to contact you that way.
- Seek guidance from your line manager or other appropriate team members to check your response is the right one, before sending anything if you are unsure.
- use as a way to encourage debate - often fans or followers will respond to the person offering the negative feedback.

See also Phone protocol and etiquette as part of Cartwheel Arts communication strategy for more detail on how to deal with unhappy 'customers'.

General Overview

Overall responsibilities

Account managers responsibilities

- Update SM content regularly as per above guidelines.
- Be proactive on all platforms creating new content and engaging with user following the Marketing strategy.
- Share knowledge, information and public intelligence through our platforms.
- Respond to any comments, dialogue or questions posted by fans or followers.

Marketing manager and Marketing Task group responsibilities

- Overall co-ordination of SM (uploading content when able, suggesting content, building fans and followers).
- Approval of all policies related to Cartwheel Arts Communications Strategy
- Production of guidelines, strategy and schedule for the overall SM activity.
- Running training sessions as and when required.

General Rules of behaviour across all SM

There are some general 'common sense' rules that we should apply when contributing to any SM.

- Behave in a manner that you would in a face to face conversation with participants, artists and visitors.
- Use the right lingo (see Marketing Guidelines).
- Be approachable, respectful, helpful and responsive. Respond to negative posts appropriately (more on this below), if conversations become lengthy move to a private space.
- Don't share confidential or sensitive information on SM channels and networks.
- Don't act in a way which could undermine, damage or bring the organisation into disrepute.
- SM is about being human, be yourself however make sure your communication fits with the overall tone of the organisation.

Overall brand guidelines (to be read as part of our Company's Brand Guidelines)

- Use Cartwheel Arts as the main account name on all SM and social networking sites.
- Use Cartwheel Arts logo as the main profile image always.
- Be clear to users who is the person behind the communication is by signing or initialling when possible.
- Ensure Cartwheel Arts site is linked from all SM platforms and vice versa as part of the profile.
- Use bit.ly when sharing links to enable tracking